

INTERNATIONAL Harvester announces the
addition of 2 models to the new 1950
refrigerator line. SEE International
Harvester Company. KK48256.

MAY - 1 1950

INTERNATIONAL Harvester announces the
new Model 70 [kitchen-size] freezer.
KK51438. SEE International Harvester
Company.

AUG 8 1950

INTERNATIONAL HARVESTER COMPANY. ©

All new IH refrigerators with new
faces, new spaces. (In the Sat-
urday evening post, Apr. 24, 1954,
p. 123) Appl. author: Leo Bur-
nett Co., inc. © 24Apr54;
KK95778.

INTERNATIONAL HARVESTER COMPANY. ©

All new IH space-saver freezers.

New faces, new spaces. (In the
Saturday evening post, Apr. 24,
1954, p. 122) Appl. author: Leo
Burnett Co., inc. © 24Apr54;
KK95777.

INTERNATIONAL HARVESTER CO. ©,

Chicago.

Ball and roller bearings. No.

10-BL. 62 p. © 9sep47;

AA63471.

INTERNATIONAL HARVESTER COMPANY ©.
Ball and roller bearings. No. 11-BL
parts catalog. Chicago, c1951.
108 p. © 1Aug51; AA191473.

SEP 13 1951

INTERNATIONAL HARVESTER COMPANY.

Ball and roller bearings, no. 12-BL
parts catalog. 140 p. © on
revisions & additions; Inter-
national Harvester Co.; 15May53;
A100726.

INTERNATIONAL HARVESTER COMPANY ©.

Best time to buy refrigerator since
1941. International Harvester
Femineered refrigerators. Adv.
from Chicago daily news, July 12,
1952, p. 16-17. Appl. author: Leo
Burnett Co., inc. © 12Jul52;
KK75984.

INTERNATIONAL HARVESTER COMPANY ©.

Best time to buy since 1941. International Harvester Femineered refrigerators. Adv. from Chicago Sunday tribune, July 13, 1952, p. 4 of cover. Appl. author: Leo Burnett Co., inc. © 13Jul52; KK75985.

INTERNATIONAL HARVESTER COMPANY ©.

Biggest profit maker little refriger-
erator you ever saw! One of the
new 1950 International Harvester
refrigerators. Sheet. © 1Dec49;
KK44353.

JAN 13 1950

INTERNATIONAL Harvester Company.

Bring 'em in to buy. C4301. SEE Wilding
Picture Productions, Inc.

INTERNATIONAL HARVESTER COMPANY ©.

The center of attraction at our house!

(IH refrigerators and freezers)

Clipping. © The International Har-
vester Co.; 26Mar49; KK34775.

INTERNATIONAL HARVESTER COMPANY ©.

Closing time. Produced by Vogue-
Wright Studios. 35 mm. film strip.
(Effective selling with the Inter-
national Harvester Company, Pt. IV)
87 frames. © 1May50; JPL35.

JUN - 6 1950

INTERNATIONAL HARVESTER COMPANY ©

The cold rush is on. International
Harvester, the world's leading
[home] freezer. Sheet from Retail-
ing daily, July 19, 1951, p. 40.
© 19Jul51; KK65071.

SEP 17 1951

INTERNATIONAL HARVESTER COMPANY ©.

Color, just one of the femineered features that's helping sell more and more International Harvester refrigerators. Sheet from Retailing daily, Sept. 14, 1951, p. 24.

© 14Sep51; KK65709.

OCT - 3 1951

INTERNATIONAL HARVESTER COMPANY ©.

Color-keyed refrigerators spark promotion success. International Harvester cooperates in Gimbel's, Milwaukee, better homes festival. Adv. from Retailing daily, May 22, 1951. Appl. author: Robert C. Marley.
© 22May51; KK69574.

FEB 15 1952

International Harvester Co.

COME OUT OF THE KITCHEN; w & m Lawrence
Dilworth Wellington © International
Harvester Co. 14Sep50 EU215411

Library of Congress
Copyright Office

NOV 17 1950

INTERNATIONAL HARVESTER COMPANY ©.

Consumer education series. (International Harvester freezers) Sheet.

Lesson plan no. 1. Essentials of proper packaging in home freezing. [From What's new in home economics, Feb. 1951, p. 22]

© 1Feb51; KK59187.

Revised.

REVISED.

1951/

INTERNATIONAL HARVESTER COMPANY ©

Consumer education series. (International Harvester freezers) Sheet.

Lesson plan no. 2. How to package meats and poultry for home freezing. [From What's new in home economics, Mar. 1951, p. 138]
(4039) © 1Mar51; KK59340.

MAR 23 1951

INTERNATIONAL HARVESTER COMPANY.

The contour molding process.

Chicago, c1952. 66 l. illus.

© International Harvester Co.;

25Jul52; AA221693.

INTERNATIONAL HARVESTER COMPANY ©.

Control plan for materials handling.

Chicago, cl950. 6 l., 3 fold.

charts. © 8Mar50; A1148048.

APR 28 1950

INTERNATIONAL HARVESTER COMPANY ©.

Cool living show now at your International Harvester dealer's.

One page advertisement of refrigerators and freezers. From Chicago Sunday Tribune, Roto picture section, July 19, 1953, p. 16. Appl. author: Leo Burnett Co., Inc. © 19Jul53; KK87875.

INTERNATIONAL HARVESTER COMPANY ©.

Cool living show now at your International Harvester dealer's.

Two page advertisement of refrigerators and freezers. From This week (Chicago daily news), July 18, 1953, p. 16-17. Appl. author: Leo Burnett Co., inc.

© 18Jul53; KK87876.

INTERNATIONAL HARVESTER COMPANY.

Cooperative advertising plan for
International Harvester refrigerera-
tors and freezers. rCR-182-B3
31 p. illus. © International
Harvester Co.; 19Mar52; AA218322.

INTERNATIONAL HARVESTER COMPANY.

Corn picker shop service, nos. 24
and 14-P; foreman's guide for
training dealers' servicemen.
Blue ribbon service training.
Chicago, c1952. 14 p. © Inter-
national Harvester Co.; 28Mar52;
AA210078.

INTERNATIONAL HARVESTER COMPANY.

Cotton harvesting machines.

18 1. © International Harvester
Co.; 20Jul53; A100707.

INTERNATIONAL HARVESTER COMPANY.

**Cotton harvesting machines; meet-
ing guide for training dealers'
salesmen. 24 l. © Inter-
national Harvester Co.; 20Jul53;
A100706.**

INTERNATIONAL HARVESTER COMPANY. SEE
Day in Court. MP2502.

INTERNATIONAL HARVESTER COMPANY ©.

Dayton's largest adds the finest.

International Harvester refrigerators.

[From Retailing daily, Apr. 24, 1951, p. 44] Sheet. © 24Apr51; KK61863.

MAY 28 1951

INTERNATIONAL HARVESTER COMPANY.

Dealer proceeds inventory and collection. SEE International Harvester Company. Education and Personnel Dept.

INTERNATIONAL HARVESTER COMPANY ©.

Dream refrigerator comes true, the
great new International Harvester
model H-92. [From the Saturday
evening post, July 8, 1950, p. 67]
Sheet. © 8Jul50; KK52310.

Aug 2 2 1950

INTERNATIONAL HARVESTER COMPANY ©.

The easiest way to teach your students the principles of refrigeration. (Refrigerators and freezers) Sheet. © 1Feb50; KK49313.

MAY 2 5 1950

INTERNATIONAL HARVESTER COMPANY ©.

Effective selling; instructor's
lesson plan. Education and
training. 108 p., illus.

© 10Feb50; AA145416.

MAR 30 1950

INTERNATIONAL HARVESTER COMPANY ©.

Effective selling sales skits;
instructor's copies [and student's
copies] Chicago, cl950. 2 v.

© 10Feb50; AA145417-145418.

MAR 30 1950

INTERNATIONAL HARVESTER COMPANY. ©

Extra room for summer foods, zero cold to keep them fresh, in the all-new IH freezers. (In the Saturday evening post, Aug. 7, 1954, p. 63) Appl. author: Leo Burnett Co., inc. © 7Aug54; KK98981.

INTERNATIONAL HARVESTER COMPANY. ©

Famous model matches new IH refrigerator. [Endorsed by] Sara Lou Harris. (In Ebony, July 1954, p. 22) Appl. author: Leo Burnett Co., inc. © 12Jun54; KK97580.

INTERNATIONAL HARVESTER COMPANY ©.

Feature attraction. Produced by Vogue
-Wright Studios. 35 mm. film
strip. (Effective selling with the
International Harvester Company.
Pt. II) 91 frames. © 1May50;
JP136.

JUN - 6 1950

INTERNATIONAL HARVESTER COMPANY ©.

Femineered refrigerators, now with
Tri-Matic defrosting and color in-
side and out. International Harvester
1952 models refrigerators catalog.
7 p. © 4Feb52 (in notice: 1951);
KK74868.

INTERNATIONAL HARVESTER COMPANY. SEE
*Find the Cause. JP1268.

INTERNATIONAL HARVESTER COMPANY ©.

Follow through. Produced by Vogue-
Wright Studios. 35 mm. film strip.
(Effective selling with the Inter-
national Harvester Company, Pt. VI)
87 frames. © 1May50; JP134.

JUN - 6 1950

INTERNATIONAL HARVESTER COMPANY ©.

Food saver, money saver, wife saver.

International Harvester freezers.

Sheet from Country gentleman, Sept.

1951, p. 20. © 1Sep51; KK67497.

NOV 26 1951

INTERNATIONAL HARVESTER COMPANY ©.

Food saver, money saver, wife saver.

International Harvester [home]

freezers. Sheet from Ladies' home

journal, Oct. 1951, p. 118.

© 10oct51; KK65948.

OCT 11 1951

INTERNATIONAL HARVESTER COMPANY.

The foreman and safety. 22 p.

© International Harvester Co.;

13Jul53; A99347.

INTERNATIONAL HARVESTER COMPANY ©.

Four new 1950 International Harvester
refrigerators. 1 v., illus.

© 200ct49; AA134855.

INTERNATIONAL HARVESTER COMPANY ©.

Freeze just about everything in your
International Harvester freezer -
more than 550 pounds of food from
your own place ... Sheet.

© 1Sep49; KK40475.

INTERNATIONAL HARVESTER COMPANY ©.

Freezing is the fashion for modern
homemakers. 23 p., illus.

© 9Jan48 (in notice: 1947);

AA90488.

INTERNATIONAL HARVESTER COMPANY ©.

Great new kitchen idea. The decorator refrigerator by International Harvester. Adv. from Better homes & gardens, Mar. 1953, p. 40. Appl. author: Leo Burnett Co., inc.
© 25Feb53; KK82897.

INTERNATIONAL HARVESTER COMPANY ©.

Great new kitchen idea. The decorator refrigerator exclusive with International Harvester. Adv. from Saturday evening post, Feb. 14, 1953, p. 14-15. Appl. authors: Leo Burnett Co., inc. © 14Feb53; KK82898.

INTERNATIONAL HARVESTER COMPANY ©.

Great new kitchen idea by International Harvester. New decorator refrigerator, a fashion-first exclusive with International Harvester. Adv. from Saturday evening post, June 13, 1953, p. 142. Appl. author: Leo Burnett Co., Inc.

© 13Jun53; KK86788.

INTERNATIONAL HARVESTER CO.,

Chicago.

Harvester scores again! (Electrical refrigerators and freezers)

© 6Oct47; KK17559.

International Harvester Co.

M1978
.A1W

WELLINGTON, LAWRENCE DILWORTH.

Have you seen 'em? 1951 I. H. refrigerator theme, words by Howard Peterson, music by Larry Wellington. [Close score: TTBB] © International Harvester Co., Chicago; 4Jan51; EP52985.

I. Title. [II. Peterson, Howard]

Library of Congress
Copyright Office

APR - 6 1951

INTERNATIONAL HARVESTER COMPANY.

Hello there, I'm Huet. I'll be in
soon to discuss one of the very
important phases of your bus-
iness. [Workers] Col. cut-out.
© International Harvester Co.;
30Oct53; K36610.

INTERNATIONAL HARVESTER COMPANY ©.

Here are your March tie-in ads ...

First showing, the great new
1952 International Harvester
refrigerators. Sheet. © 4Feb52;
KK74598.

INTERNATIONAL HARVESTER COMPANY ©

Here's sales power! International
Harvester 8H-5. (Refrigerators
and freezers) Clipping. © 1May49;
KK36140.

INTERNATIONAL HARVESTER COMPANY ©.

Here's the right freezer for your
biggest market. (Refrigerators &
freezers) Clipping. © The Inter-
national Harvester Co.; 1Mar48;
KK26507.

INTERNATIONAL HARVESTER COMPANY ©.

Highlights of home freezing. When
you study the home freezer, under-
stand the refrigeration cycle.

Sheet. © The International Har-
vester Co.; 9Aug49; KK39396.

INTERNATIONAL HARVESTER COMPANY ©

Home management series. (International Harvester freezers) Sheet.

Lesson plan no. 1. Ways to use a freezer. [From What's new in home economics, Sept. 1950, p. 109] (2399) © 18sep50; KK59341.

MAR 23 1951

INTERNATIONAL HARVESTER COMPANY ©

Home management series. (International Harvester freezers) Sheet.

**Lesson plan no. 2. Planning the
freezer load. [From What's new
in home economics, Nov. 1950, p.
92] (2583) © 1Nov50; KK59314.**

MAR 23 1951

INTERNATIONAL HARVESTER COMPANY ©.
Home management series. (International Harvester freezers) Sheet.
Lesson plan no. 3. Rotating the
freezer load. [From What's new
in home economics, Dec. 1950, p.
81] (2808) © 1Dec50; KK59313.

MAR 23 1951

INTERNATIONAL HARVESTER COMPANY ©.
Home management series. (International Harvester freezers) Sheet.
Lesson plan no. 4. Menu planning
with a home freezer. [From
What's new in home economics,
Jan. 1951, p. 99] © 1Jan51;
KK59182.

~~Revised.~~

Revised

APR 16 1951

INTERNATIONAL HARVESTER COMPANY ©.

How to freeze baked goods. Pointers
for your classes, demonstrations
and meetings. (Freezers) Sheet.

© 1Nov49; KK49769.

JUN 1 4 1950

INTERNATIONAL HARVESTER COMPANY.

How to freeze foods. 83 p. illus.

© International Harvester Co.;

29Nov51; AA203163.

FEB 20 1952

International Harvester Company.

How to freeze foods; the International
Harvester system of food preservation.

[Chicago, 1947]

62 p. illus. 23 cm.

© International Harvester Co., *Chicago*;
24Jul47; AA70129.

INTERNATIONAL HARVESTER COMPANY ©.

How to freeze holiday poultry,
fascinating and factual freezer
information. (Freezing units)
Sheet. © 10ct49; KK44286.

INTERNATIONAL HARVESTER COMPANY ©.

How to have a big Sunday dinner -
without a lot of Sunday work! (Re-
frigerators and freezers) Sheet.

© 10oct49; KK41397.

INTERNATIONAL HARVESTER COMPANY. ©

IH, the freezers that hold more food
inside, take less space outside.

(In the Saturday evening post,
July 10, 1954, p. 83) Appl. au-
thor: Leo Burnett Co., inc.

© 10Jul54; KK98293.

INTERNATIONAL HARVESTER COMPANY. ©

IH, the refrigerator you can decorate to match your kitchen. (In the Saturday evening post, July 10, 1954, p. 82) Appl. author: Leo Burnett Co., Inc. © 10Jul54; KK98294.

INTERNATIONAL HARVESTER COMPANY ©.

Important classroom information on
how to select home freezers.

Sheet. (Lesson plan no. 4)

© 1May50; KK50137.

JUN 2 6 1950

INTERNATIONAL HARVESTER COMPANY. SEE
* Inside Harvester. LP1858.

INTERNATIONAL HARVESTER COMPANY.

Inside Harvester. DU29944. SEE Wilding
Picture Productions, inc.

FEB 18 1952

INTERNATIONAL HARVESTER COMPANY ©.

Interesting teaching facts about the
importance of 0° temperature. (Re-
frigerators and freezers) Sheet.

(Lesson plan no. 3) © 1Apr50;

KK50136.

JUN 26 1950

INTERNATIONAL HARVESTER COMPANY ©

**International Harvester announces
the addition of 2 models to the
new 1950 refrigerator line. Fold-
er. (A-345-NN) © 16Mar50;
KK48256.**

MAY - 4 1950

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester announces the
new Model 70 [kitchen-size] freezer.
Folder. (A-522-NH) © 15 Jun 50;
KK51438.

AUG - 8 1950

INTERNATIONAL HARVESTER COMPANY ©.

' International Harvester dealer shows
show the way to more refrigeration
profits! (Refrigerators) Sheet.

© 1Jan50; KK44873.

FEB 1 1950

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester dealers are
cheering. (IH refrigerators and
freezers) Clipping. © The Inter-
national Harvester Co.; 1Mar49;
KK34297.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester gives you
the key to the home freezer, "a
treasure chest of good living."

Folder, illus. © 11Jul49;

AA123861.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester introduces
new refrigerators for 1950. Fold-
er. (A-350-NN) © 1Mar50; KK48254.

MAY - 4 1950

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester introduces
new refrigerators of 1950. Folder.

(A-251-NN) © 15Jan50; KK48253.

MAY 12 1950

INTERNATIONAL HARVESTER COMPANY ©.
International Harvester introduces
the smart way to keep cool.
(Air conditioner) Adv. from
Better homes & gardens, May, 1953.
Appl. author: Leo Burnett Co.,
inc. © 23Apr53; KK84893.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester introduces

**3 great new refrigerators. Clip-
ping. © The International Harves-
ter Co.; 1May48; KK29602.**

INTERNATIONAL HARVESTER COMPANY. ©

International Harvester presents
America's smartest refrigerators.
New faces, new spaces. (In the
Saturday evening post, Apr. 3,
1954, p. 103) Appl. author: Leo
Burnett Co., inc. © 3Apr54;
KK95140.

New faces, new spaces.

INTERNATIONAL HARVESTER COMPANY. ©

International Harvester presents
America's smartest refrigerators
with new faces, new spaces. (In
the Saturday evening post, Mar.
6, 1954, p. 44-45) Appl. author:
Leo Burnett Co., Inc. © 6Mar54;
KK94209.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester presents 1951
refrigerators in 7 great new models.

[From the Saturday evening post,
Jan. 20, 1951, p. 14-15] Sheets.

© 20Jan51; KK58828.

MAR 7 - 1951

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester proves freezer
design can be beautiful and practical,
too! (Electrical refrigerators)

Sheet. © 8Dec47; KK20086.

INTERNATIONAL HARVESTER COMPANY ©

International Harvester refrigerator;
groceries galore 'cause it's so-o-o
big! Clipping. © 1May49; KK36138.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
look at all the food it holds.

(Refrigerators and freezers) Clip-
ping. © The International Harvest-
er Co.; 1Mar49; KK35801.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model G-74 specifications. Sheet.

© 7Mar52; KK71453.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model G-82 specifications. Sheet.

© 7Mar52; KK71452.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model G-84 specifications. Sheet.

© 7Mar52; KK71451.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model G-85 specifications. Sheet.

© 7Mar52; KK71450.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model G-85-D specifications. Sheet.

© 7Mar52; KK71449.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model G-93 specifications. Sheet.

© 7Mar52; KK71448.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model G-93-D specifications.

Sheet. © 7Mar52; KK71446.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model G-95 specifications. Sheet.

© 7Mar52; KK71447.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model HA-74. Sheet. (CH-61-A)

© 10Jan51 (in notice: 1950);

KK61782.

AUG 23 1951

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model HA-83. Sheet. (CR-63-A)

© 10Jan51 (in notice: 1950);

KK61784.

JUN 15 1951

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
recipes. Folder (1005 043 R2)

© 10Jan51; KK61781.

MAY 24 1951

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
recipes. 15 p., illus. © 20Apr49;
AA120497.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerators
and freezers, 1951. Refrigerator
and freezer newspaper ads and cuts
for dealers. 64 p., illus.

© 10Jan51 (in notice: 1950);

AA183961.

JUN 1 1 1951

INTERNATIONAL HARVESTER COMPANY ©
International Harvester refrigerator
model HA-84. Sheet. © 10Jan51
(in notice: 1950); KK61785.

JUN 15 1951

INTERNATIONAL HARVESTER COMPANY ©

International Harvester refrigerator
model HA-92. Sheet. (CR-65-A)

© 10Jan51 (in notice: 1950);

KK61786.

JUN 15 1951.

INTERNATIONAL HARVESTER COMPANY ©
International Harvester refrigerator
model UA-87. Sheet. (CR-59-A)
© 10Jan51 (in notice: 1950);
KK61789.

JUN 15 1951

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester refrigerator
model UA-95. Sheet. (CR-60-A)

© 10Jan51 (in notice: 1950);

KK61790.

JUN 15 1951

INTERNATIONAL HARVESTER COMPANY ©

International Harvester refrigerators.

1951. [Catalog] 7 p. (CR-58-A)

© 10Jan51 (in notice: 1950);

KK61788.

JUN 15 1951

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester turns on the
steam to help dealers sell the
world's leading freezers! (Refrig-
erators and freezers) Sheet.

© 13ep49; KK40947.

INTERNATIONAL HARVESTER COMPANY ©.

International Harvester, world's leading freezers. Better living with a freezer in the family. Sheet from Country gentleman, Nov. 1951, p. 20.
© 1Nov51; KK67434.

NOV 26 1951

INTERNATIONAL HARVESTER COMPANY ©.

Irma Harding A. (Refrigeration
equipment and advertising) Sheet.

© 3Jan49; KK37527.

INTERNATIONAL HARVESTER COMPANY ©.

Irma Harding B. (Refrigeration
equipment and advertising) Sheet.

© 3Jan49; KK37526.

INTERNATIONAL HARVESTER COMPANY ©.

Irma Harding C. (Refrigeration
equipment and advertising) Sheet.

© 3Jan49; KK37525.

INTERNATIONAL HARVESTER COMPANY ©.

Irma Harding D. (Refrigeration
equipment and advertising) Card.

© 3Jan49; KK37524.

INTERNATIONAL HARVESTER COMPANY ©.

Irma Harding presents the home
freezer, a treasure chest of good
living; a manual for home econo-
mists. 31 p., illus. © 11Jul49;
AA123862.

INTERNATIONAL Harvester Company.

Garvis learns his lesson. DU21688.

SEE Wilding Picture Productions, Inc.

INTERNATIONAL HARVESTER COMPANY ©.

✓ Just made for your farm needs -
International Harvester freezers.
Sheet. © 1Nov49; KK45199.

FEB 7 1950

INTERNATIONAL HARVESTER COMPANY ©.

Just what you need for your classes
and demonstrations on home freezer
construction. Sheet. (Lesson plan
no. 2) © 1Mar50; KK50135.

JUN 2 6 1950

INTERNATIONAL Harvester Company.

Keep it alive. C3413. SEE Wilding
Picture Productions, inc.

INTERNATIONAL HARVESTER COMPANY. SEE

*Know Your Man. JP1272.

INTERNATIONAL HARVESTER COMPANY ©.

Know your product. International
Harvester refrigerators, how
they're made, how they operate,
features that sell them; a sales-
man's handbook. 23 p., illus.

© 28Apr49; AA120496.

INTERNATIONAL HARVESTER COMPANY ©.

"Let's be friends" says International
Harvester's Irma Harding. (IH re-
frigerators and freezers) Clipping.

© 1Mar49; KK37295.

INTERNATIONAL Harvester Co. Little
lady. K13060. SEE Wilbur, Lawrence.

INTERNATIONAL HARVESTER COMPANY ©.
Low inventory for better profits.
(Refrigerators and freezers)
Clipping. © The International
Harvester Co.; 1Nov48; KK29600.

INTERNATIONAL HARVESTER COMPANY. SEE
Man with a thousand hands. ©

INTERNATIONAL HARVESTER CO. ©,
Chicago.

Materials handling manual, recommended for plant operation, reference and training programs. MRD-300. 1 v., illus.
© 21Apr47; AA56683.

AA32980

International harvester company.

Materials scheduling; manual of
operation. Chicago, cl947.

1 v. 27 cm.

© International harvester co. Chicago; 27 Jan47;
AA32980.

vm 4-7-47

International harvester co.

Materials scheduling manual of operation.
Farm tractor, industrial power, motor truck,
and refrigeration works. Jan. '47.

© International harvester co., Chicago;
7May47; AA34525.

INTERNATIONAL HARVESTER COMPANY ©.

Meals at all hours! (Refrigerators
and freezers) Sheet. © 21May49;
KK39801.

INTERNATIONAL HARVESTER COMPANY ©.

Meet a friend of the family! (Refrigerators and freezers) Clipping.

© 30Apr49; KK36139.

INTERNATIONAL Harvester Co.

Menu for merchandising. C4980.

SEE Wilding Picture Productions, inc.

SEP 25 1950

INTERNATIONAL Harvester Company © SEE

Jameson, Alfred S.

A metallurgical evaluation of
S.A.E. tool steels. IP140.

JUN 3 0 1950

INTERNATIONAL HARVESTER COMPANY ©.

Model 70 International Harvester
freezer. Sheet. (A-500-NN)

© 15Jun50; KK51266.

AUG - 3 1950

INTERNATIONAL HARVESTER COMPANY ©.
Model H74 International Harvester
refrigerator. Sheet. © 20Oct49;
KK43930.

INTERNATIONAL HARVESTER COMPANY ©.
Model H84 International Harvester
refrigerator. Sheet. © 200ct49;
KK43932.

INTERNATIONAL HARVESTER COMPANY ©.
Model H-92 International Harvester
refrigerator. Sheet. (A-349-NN)
© 16Mar50; KK48257.

MAY - 1 1950

INTERNATIONAL HARVESTER COMPANY ©
Model 111; International Harvester
freezer. Sheet. (A-499-NN)
© 14 Jul 50; KK51539.

AUG - 3 1950

INTERNATIONAL HARVESTER COMPANY ©.

Model 158; International Harvester
freezer. Sheet. (A-501-NN)

© 14 Jul 50; KK51538.

Aug 8 - 50A

INTERNATIONAL HARVESTER COMPANY ©.
Model U76, International Harvester
refrigerator. Sheet. (A-348-NN)
© 16Mar50; KK48255.

MAY - 1 1950

INTERNATIONAL HARVESTER COMPANY ©.

Model U76-S International Harvester
refrigerator. Sheet. (A-440-NN)

© 12 May 50; KK53969.

OCT 16 1950

INTERNATIONAL HARVESTER COMPANY ©.
Model U87 International Harvester
refrigerator. Sheet. © 200ct49;
KK43931.

INTERNATIONAL HARVESTER COMPANY ©
Model U95 International Harvester
refrigerator. Sheet. © 200ct49;
KK43929.

INTERNATIONAL Harvester Company.
The money-making Metro. C4789. SEE
Wilding Picture Productions, inc.

JUN 19 1950

INTERNATIONAL HARVESTER COMPANY ©.

More storage capacity where it counts.

(Refrigerators and freezers) Folder.

© 5Apr49; KK38682.

INTERNATIONAL HARVESTER COMPANY ©.

More than 200 pounds of food in the
new International Harvester refri-
gerator. (Refrigerators and freez-
ers) Clipping. © The Internation-
al Harvester Co.; 1Apr49; KK34548.

INTERNATIONAL HARVESTER COMPANY ©.

Most exciting development in refrigerators since ice cubes. Color-keyed to kitchens. International Harvester. [From Retailing daily, Mar. 21, 1951, p. 40] Sheet.

(4239) © 21Mar51; KK60168.

APR 23 1951

INTERNATIONAL HARVESTER COMPANY ©.

New, and years ahead, International
Harvester refrigerators. [From the
Saturday evening post, Mar. 17,
1951, p. 115] Sheet. © 17Mar51;
KK59615.

APR 2 - 1951

International harvester co., claimant.

New 4.2 cubic-foot International
harvester freezer with Frost-lok
vac-u-seal tight-wad. (Electrical
refrigerators) [Detroit, Printed by Air
conditioning & refrigeration news, 1947]
clipping.

Print.

Appl. author: Robert C. Marley.

© International harvester co., Chicago;
9Jun47; KK14035.

8Jul47 rs

INTERNATIONAL HARVESTER COMPANY ©.

**New, heavy duty 15.8 cubic foot
International Harvester freezer.
Clipping. © The International
Harvester Co.; 1Sep48; KK29601.**

INTERNATIONAL HARVESTER COMPANY. ©

New IH chest freezer gives extra
up-top food space, on-top working
space too. (In the Saturday eve-
ning post, Sept. 25, 1954, p. 77)
Appl. author: Leo Burnett Co.,
inc. © 25Sep54; KK100335.

INTERNATIONAL HARVESTER COMPANY. ©

New IH upright freezer puts extra
food space in small floor space.

(In the Saturday evening post,
Sept. 25, 1954, p. 76) Appl.
author: Leo Burnett Co., inc.

© 25Sep54; KK100334.

INTERNATIONAL HARVESTER COMPANY. ©

New International Harvester air conditioners give you more comfort for less money. (In the Saturday evening post, May 29, 1954, p. 15)
Appl. author: Leo Burnett Co.,
inc. © 29May54; KK97146.

INTERNATIONAL HARVESTER COMPANY ©.

New 1950 International Harvester re-
frigerators - they're femineered!
Sheet. © 11Mar50; KK49314.

MAY 25 1950

INTERNATIONAL HARVESTER COMPANY ©.

New 1950 International Harvester
Refrigerators - they're femineered!
Sheet. © 1Apr50; KK49495.

JUN - 1 1950

INTERNATIONAL HARVESTER COMPANY ©.

New 7-climate refrigerators by
International Harvester. Adv.
from Pathfinder, Apr. 1953, p.
2 of cover. Appl. author: Leo
Burnett Co., inc. © 23Mar53;
KK84107.

INTERNATIONAL HARVESTER COMPANY ©.

**The new 7-climate refrigerators
by International Harvester.**

**Adv. from the Saturday evening
post, Mar. 28, 1953, p. 118-119.**

**Appl. author: Leo Burnett Co.,
inc. © 28Mar53; KK84106.**

INTERNATIONAL HARVESTER COMPANY.

Non-language personnel test, form
A-B. Chicago, c1952. 2 folders.
illus. © International Harvester
Co.; 27Jun52; AA216498-216499.

INTERNATIONAL HARVESTER COMPANY ©.

Non-language personnel test.

Form X-[Y-Z] Chicago, c1951.

3 folders, illus. © 18Jun51;

AA187941-187943.

AUG 3 1951

INTERNATIONAL HARVESTER COMPANY ©.

Not just automatic defrosting, now

Tri-Matic defrosting. International

Harvester refrigerator Tri-Matic

defrosting mailing folder. Folder.

© 4Feb52 (in notice: 1951); KK74866.

INTERNATIONAL HARVESTER COMPANY ©.

Not just automatic defrosting, now
Tri-Matic defrosting. 1952 models
International Harvester refriger-
erators enclosure folder. Folder.
© 4Feb52 (in notice: 1951); KK74867.

INTERNATIONAL HARVESTER COMPANY ©.

Not just automatic defrosting. Now
Tri-Matic defrosting only in the
new 1952 International Harvester
refrigerators. Adv. from the
Saturday evening post, Mar. 1,
1952, p. 74-75. Appl. author:
Robert C. Marley. © 1Mar52;
KK71381.

INTERNATIONAL HARVESTER COMPANY ©.

Not just automatic defrosting. Now,
tri-matic defrosting. Only in the
new 1952 International Harvester
refrigerators. Adv. from Ladies'
home journal, Apr. 1952, p. 110.
Appl. author: Robert C. Marley.
© 1Apr52; KK71943.

INTERNATIONAL HARVESTER COMPANY.

Notes on IH cotton harvesting
machines. © International
Harvester Co.; 23Jul53; A101980.

P

INTERNATIONAL HARVESTER COMPANY ©.

Now ... a big "Harvester" home freezer.
(Refrigerators and freezers)

Clipping. © The International Harvester Co.; 1Nov48; KK35802.

INTERNATIONAL HARVESTER COMPANY ©.

Now, refrigerators add to kitchen color-schemes. 1951 International Harvester refrigerators are color-keyed to kitchens. [From What's new in home economics, Apr. 1951, p. 36] Sheet. © 1Apr51; KK60167.

APR 23 1951

INTERNATIONAL HARVESTER COMPANY ©.

Now - six models - six sizes - six
prices. New 1950 International Har-
vester refrigerators. Sheet.

© 1May50; KK49311.

MAY 25 1950

INTERNATIONAL HARVESTER COMPANY ©.

Now the Pantry-Dor and cold to the
floor! A new super refrigerator by
International Harvester. Sheet.

© 1Mar50; KK49921.

JUN 1 6 1950

INTERNATIONAL HARVESTER COMPANY ©.

Now, 3 great new International Har-
vester freezers. Folder. (A-490-
NN) © 24Jul50; KK53968.

OCT 16 1950

AA 6136

International harvester co., claimant.

No. 8-MTR special parts list. International motor trucks. [Chicago, Printed by Harvester press] c1946.

booklet (80 p.) illus. 27 $\frac{1}{2}$ cm.

"Title from cover."

Application author: Edward O. Best.

© 2-25-46; 2 c 3-2-46; Chicago; AA 6136.

AFP 3-21-46

INTERNATIONAL HARVESTER CO. ©,

Chicago.

No. 9-MTR special parts list.

Motor trucks. 72 p., illus.

© 18Nov47; AA69035.

INTERNATIONAL HARVESTER COMPANY.

No. 64 harvester-thresher operation.

Foreman's guide for training
dealers' servicemen. Chicago,
c1952. 31 p. illus. © Inter-
national Harvester Co.; 7Apr52;
AA210188.

INTERNATIONAL HARVESTER COMPANY.

No. 64 harvester-thresher operation.

Supplement to Foreman's guide for
training dealers' servicemen.

Chicago, c1952. 41 p. illus.

© International Harvester Co.;

7Apr52; AA210200.

INTERNATIONAL HARVESTER COMPANY.

**The no. 127-SP combine; meeting
guide. Product knowledge train-
ing. 48 p. © International
Harvester Co.; 28Apr53; A91174.**

INTERNATIONAL HARVESTER COMPANY ©.

Objection answered. Produced by Vogue
-Wright Studios. 35 mm. film
strip. (Effective selling with the
International Harvester Company,
Pt. III) 111 frames. © 1May50;
JP137.

JUN - 6 1950

INTERNATIONAL HARVESTER COMPANY. SEE
One best way. ©

INTERNATIONAL HARVESTER COMPANY ©.

One of the many exclusive features of
the new International Harvester re-
frigerators. [From Successful
farming, July 1950, p. 51] Sheet.
© 23Jun50; KK52043.

AUG 23 1950

INTERNATIONAL HARVESTER COMPANY ©.

Only International Harvester makes
refrigerators like these. Folder.
(CR-57-A) © 10Jan51; KK61780.

MAY 24 1951

INTERNATIONAL HARVESTER COMPANY.

Operation and field adjustment of the
20-C field harvester; foreman's
guide for training dealers' service-
men. Chicago, c1952. 23 p.
illus. © International Harvester
Co.; 25Jun52; AA216376.

Revised

JUL 3 1 1952

INTERNATIONAL HARVESTER COMPANY.

Parts inventory management for
International Harvester dealers.

Chicago, c1952. 11 p. illus.

© International Harvester Co.;

25Apr52; AA211524.

INTERNATIONAL HARVESTER COMPANY.

**Performance review for managerial
development. Wisconsin Steel
Works. 7 p. © International
Harvester Co.; 14Aug53; A103445.**

INTERNATIONAL HARVESTER COMPANY ©.

Pick a color from the rainbow; color-keyed to your kitchen. International Harvester refrigerator. Sheet from the Saturday evening post, June 16, 1951, p. 2. © 16Jun51; KK66926.

JUN - 7 1951

INTERNATIONAL HARVESTER COMPANY ©.

Pick a color from the rainbow. Door handles color-keyed to your kitchen. Exclusive in International Harvester refrigerators. Sheet from the Saturday evening post, Sept. 15, 1951, p. 140. © 15Sep51; KK65706.

OCT - 3 1951

INTERNATIONAL HARVESTER COMPANY. SEE
Plan for corn picker sales. ©

INTERNATIONAL HARVESTER COMPANY ©.

Practice planning makes perfect! International Harvester refrigerators and freezers for a kitchen plan ... that works! Sheet. © 1Jun49;
KK38376.

INTERNATIONAL HARVESTER COMPANY ©.

Prelude to home freezing.

22 p., illus. © 8Mar48;

AA90487.

INTERNATIONAL HARVESTER CO. ©,
Chicago.

Product protection and packing.

MRD-100. 1 v., illus.

© 15Feb47; AA56684.

INTERNATIONAL HARVESTER CO. ©,

Chia

INTERNATIONAL HARVESTER COMPANY ©.

Rainbow girl zooms sales of color-keyed refrigerators. International Harvester puts punch into June promotion of unique handling feature ... Adv. from Retailing daily, June 20, 1951. Appl. author: Robert C. Marley. © 20Jun51; KK69575.

FEB 15 1952

INTERNATIONAL HARVESTER COMPANY ©
Refrigerator recipes. [A-209-NN]
15 p., illus. © 20Jan50 (in
notice: 1949); AAL49817.

18 1950

INTERNATIONAL HARVESTER COMPANY. ©

Room for this and everything else
in the all-new IH refrigerators.

(In the Saturday evening post,
Aug. 7, 1954, p. 62) Appl. au-
thor: Leo Burnett Co., inc.

© 7Aug54; KK98980.

INTERNATIONAL HARVESTER COMPANY.

Sales features [and] IH combine
model no. . . . Benefits. 1 v.
illus. © International Har-
vester Co.; 21Apr53; A94161.

INTERNATIONAL HARVESTER COMPANY ©.
Season's greetings, 1948. (Agricultural implements) Calendar.
© 10ct47; KK19006.

INTERNATIONAL HARVESTER COMPANY ©.

Season's greetings - 1949. (Agricultural implements) Calendar.

© 28Apr48; KK22849.

INTERNATIONAL HARVESTER COMPANY ©.

Season's greetings. [1951 wall calendar] (Farming equipment) Sheets.

© 30Apr50; KK51977.

AUG 23 1950

INTERNATIONAL HARVESTER COMPANY ©.

Sell every family a freezer future.

International Harvester. Sheets
from Electrical merchandising,

June 1951, p. 90-91. © 1Jun51;

KK67499.

NOV 26 1951

INTERNATIONAL HARVESTER COMPANY ©.

Sell every family a freezer future.

International Harvester. Sheet
from Western radio and appliances,
June 1951, p. 11. © 1Jun51;
KK67498.

NOV 26

INTERNATIONAL HARVESTER COMPANY.

**Setup and field operation of the
No. 127-SP harvester-thresher.
Instructor's guide for training
dealers' servicemen. Blue rib-
bon service training. Chicago,
c1953. 47 p. illus. © Inter-
national Harvester Co.; 23Mar53;
A84216.**

INTERNATIONAL HARVESTER COMPANY.

**Setup, field operation, and shop
service of the no. 45 pickup
baler. Foreman's guide for
training dealers' servicemen.
Chicago, c1952. 23 p. illus.
(Blue ribbon service training)
© International Harvester Co.;
26Nov52; AA230458.**

INTERNATIONAL HARVESTER COMPANY.

Setup, field operation, and shop
service of no. 50-AW pickup
balers; foreman's guide for
training dealers' servicemen.

Chicago, c1952. 21 p. © Inter-
national Harvester Co.; 17Mar52;
AA207924.

INTERNATIONAL HARVESTER COMPANY. ©

7 new space-saver freezers, by International Harvester. (In the Saturday evening post, May 15, 1954, p. 137) Appl. author: Leo Burnett Co., inc. © 15May54; KK96246.

INTERNATIONAL HARVESTER COMPANY ©.

Show your classes, demonstrations
and meetings how to freeze fall
vegetables. (Freezing units)

Sheet. © 1Sep49; KK44285.

INTERNATIONAL HARVESTER COMPANY ©.

Signs for profits; outdoors, too.

International Harvester refrigera-
tion dealers stop 'em, sell 'em.

(Refrigerators and freezers)

Sheet. © 1Jul49; KK39803.

INTERNATIONAL HARVESTER COMPANY ©.

Six new 1950 International Harvester
refrigerators. Pamphlet. © 1Apr50;
KK50169.

JUN 2 6 1950

KK12134

International harvester co., claimant.

So easy to use..that it's easy to
sell! (Electrical refrigerators)
[Detroit, Printed by Air conditioning &
refrigeration news] cl947.

clipping.

Print.

Appl. author: Robert C. Marley.

© International harvester co.,
Chicago; 14Apr47; KK12134.

16May47 rs

INTERNATIONAL HARVESTER COMPANY ©.

A startling refrigerator improvement,
Tri-Matic defrosting. Folder.

© 1Mar52; KK74599.

INTERNATIONAL HARVESTER COMPANY ©.

Storekeeping manual of operation.

Farm tractor, industrial power,
motor truck, refrigeration and
farm implement works, domestic,
Canadian and foreign operations.

Form GF-118. Chicago, c1950.

1 v., illus. © 10Mar50; AA145415.

MAR 30 1950

INTERNATIONAL LATEX CORPORATION ©.

**Take the simmer out of summer. To
look better in all your summer
clothes, top designers recommend in-
visible Playtex Pink-Ice. (Girdle)
Sheet from Life, June 18, 1951, p.
7. © 15Jun51; KK67125.**

NOV 15 1951

INTERNATIONAL HARVESTER COMPANY ©.

Teacher's pet! (IH refrigerators and
freezers) Clipping. © The Inter-
national Harvester Co.; 1Apr49;
KK34551.

INTERNATIONAL HARVESTER COMPANY ©.

Teaching facts about the thrift and
convenience of leftovers from the
home freezer. [From What's new in
home economics, Jan. 1950, p. 15]
Sheet. (5) © 1Jan50; KK52558.

SEP 12 1950

INTERNATIONAL HARVESTER COMPANY ©.

There's a hot market for these cold
champions. International Harvester.
(Home freezers) Sheet from Retail-
ing daily, Aug. 10, 1951, p. 24.

© 10Aug51; KK65041.

SEP 17 1951

INTERNATIONAL HARVESTER COMPANY ©.

They do more - hold more - save more
-that's why farm families want
them! International Harvester Re-
frigerators...they're femineered!
Sheet. © 1May50; KK49494.

JUN - 1 1950

INTERNATIONAL HARVESTER COMPANY ©.

They're femineered! The new 1950 International Harvester refrigerators. Sheet. © 18Feb50; KK49312.

MAY 2 5 1950

International Harvester Co.
THEY'RE YEARS AHEAD TOO; w & m Lawrence
Dilworth Wellington © International
Harvester Co. 14Sep50 EU215481

OCT 11 1950

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INTERNATIONAL HARVESTER COMPANY ©.

This symbol means product of International Harvester. (Farm equipment, trucks, industrial power, and refrigeration) Sheet. © 18Jun49; KK39802.

INTERNATIONAL HARVESTER CO.,

Chicago..

Two beautiful, new International
Harvester freezers. (Electric-
al refrigerators) © 5Oct47;
KK17373..

INTERNATIONAL HARVESTER COMPANY ©.

Untying apron strings in kitchens all
over America. 3 great new home
freezers by International Harvester.

[From Electrical merchandising,
Aug. 1950, p. 84] Sheet. (2301)
© 1Aug50; KK59770.

APR - 5 1951

INTERNATIONAL HARVESTER COMPANY.

Waste reduction. AA229640. SEE .

International Harvester Company.

Education and Personnel Dept.

INTERNATIONAL HARVESTER COMPANY ©.

We want you to meet International
Harvester's Irma Harding. (Refrig-
erators and freezers) Clipping.

© The International Harvester Co.;
1Jan49; KK32208.

INTERNATIONAL HARVESTER COMPANY ©.

**What every woman should know - an
IN freezer makes life in your kitchen
enjoyable 365 days a year! (Re-
frigerators and freezers) Folder.**

© 5Apr49; EK38681.

INTERNATIONAL HARVESTER COMPANY ©.

Women dreamed them - home economists
planned them - they're femineered!
The new 1950 International Harves-
ter Refrigerators. Sheet.

© 13May50; KK49496.

1950
JUN - 1 1950

INTERNATIONAL HARVESTER COMPANY ©.

Women dreamed them - home economists
planned them - they're femineered!
The new 1950 International Harvest-
er Refrigerators. [From Life, Apr.
24, 1950, p. 62-3] Sheets.

© 24Apr50; KK50134.

JUL - 3 1950

INTERNATIONAL HARVESTER COMPANY ©.

The women vote and here's the winner!
(Refrigerators & freezers) Clip-
ping. © The International Har-
vester Co.; 1Jul48; KK26131.

INTERNATIONAL HARVESTER COMPANY ©.

You can arouse student interest in
planning a kitchen around the
freezer. Sheet. © 1Jun50; KK49920.

JUN 16 1960

INTERNATIONAL HARVESTER COMPANY.

Your farm equipment. Chicago,
c1951. 40 p. illus. (Educa-
tional series, 1) © on re-
visions; International Harvester
Co.; 31May51; AA221247.

INTERNATIONAL HARVESTER COMPANY ©.

Your International Harvester
refrigerator; how to use it,
how to care for it. 15 p.,
illus. © 24Sep48; AA95832.

INTERNATIONAL HARVESTER COMPANY ©.

Your outstanding plus for '51. International Harvester. [From Electrical merchandising, Apr. 1951, p. 86-87] (Refrigerators) Sheet.

© 1Apr51; KK60550.

MAY 4 - 1951

INTERNATIONAL HARVESTER COMPANY ©

Your outstanding plus for '51. International Harvester refrigerators color-keyed to kitchens. [From Western radio & appliances, Apr. 1951, p. 13] Sheet. © 1Apr51; KK60551.

MAY 1 - 1951

INTERNATIONAL HARVESTER COMPANY ©.

Yours for years and years. International Harvester refrigerators.

[From Ladies' home journal, Apr. 1951, p. 175] Sheet. © 1Apr51; KK61067.

MAY 14 1951

International harvester. AA48694. see
Loeb (Carl M.), Rhoades & company.

"International harvester."

INTERNATIONAL harvester co. see Mizon,
Fredric. Playmates. K 6886.

INTERNATIONAL harvester co. see
Wuermer, Carl. Winter shadows. K 6887.

INTERNATIONAL HARVESTER CO. carburetors, parts catalog. ✓

AA228270. SEE Holley Carburetor Company.

title

INTERNATIONAL HARVESTER COMPANY.

EDUCATION AND PERSONNEL DEPT.

Dealer proceeds inventory and collection. © International Harvester Co.; 26Jun53; A97706.

CG

INTERNATIONAL HARVESTER COMPANY.

EDUCATION AND PERSONNEL DEPT.

Waste reduction. Part 1: General
problems and departmental planning.

Chicago, c1952. 22 p. illus.

© International Harvester Co.;

9Dec52; AA229640.

INTERNATIONAL Harvester Company. Motor
Truck Division.

Brake efficiency and effective brake
factors. C4127. SEE Wilding
Picture Productions, inc.

INTERNATIONAL Harvester Company. Motor
Truck Division.

Chassis dimensions: frames & springs.

C4124. SEE Wilding Picture Produc-
tions, inc.

INTERNATIONAL Harvester Company. Motor
Truck Division.

Chassis-matched bodies. C4126. SEE
Wilding Picture Productions, Inc.

INTERNATIONAL Harvester Company. Motor
Truck Division.

International L-line trucks: front
axles and steering. C4128. SEE
Wilding Picture Productions, Inc.

INTERNATIONAL Harvester Company. Motor
Truck Division.

International's L-line trucks. C4129.

SEE Wilding Picture Productions, Inc.

INTERNATIONAL Harvester Company. Motor
Truck Division.

International L-line trucks: front axles
and steering. C4303. SEE Wilding
Picture Productions, Inc.

INTERNATIONAL Harvester Company. Motor
Truck Division.

Under the hood. C4299. SEE Wilding
Picture Productions, Inc.

INTERNATIONAL Harvester dealer shows
show the way to more refrigeration
profits! SEE International Harvester
Company. KK44873.

FEB 1 1950

INTERNATIONAL Harvester dealers are
cheering. SEE Internatiinal Harvest-
er Company. KK34297.

INTERNATIONAL Harvester farm equipment.
KK68309. SEE Naegele Advertising
Company, inc.

INTERNATIONAL Harvester introduces new
refrigerators for 1950. SEE Inter-
national Harvester Company. KK48254.

MAY - 1 1950

INTERNATIONAL Harvester introduces new
refrigerators for 1950. Irma Harding
... SEE International Harvester Com-
pany. KK48253.

MAY - 1 1950

INTERNATIONAL HARVESTER INTRODUCES

THE SMART WAY TO KEEP COOL.

KK84893. SEE International Harvest-
er Company.

INTERNATIONAL Harvester introduces 3
great new refrigerators. SEE Inter-
national Harvester Company. KK29602.

INTERNATIONAL Harvester model HA-74.
KK61782. SEE International Harvester
Co.

MAY 24 1951

INTERNATIONAL Harvester 1952 models
refrigerators catalog. KK74868.

SEE International Harvester Company.
Femineered refrigerators, now with
Tri-Matic defrosting and color inside
and out.

INTERNATIONAL HARVESTER PRESENTS
AMERICA'S SMARTEST REFRIGERATORS.
SEE International Harvester Company.

INTERNATIONAL HARVESTER PRESENTS AMER-
ICA'S SMARTEST REFRIGERATORS WITH
NEW FACES, NEW SPACES. SEE Interna-
tional Harvester Company.

INTERNATIONAL Harvester presents 1951
refrigerators ... KK58828. SEE In-
ternational Harvester Co.

MAR 1 4 1951

INTERNATIONAL Harvester proves freezer
design can be beautiful and practical,
too! KK20086. SEE International
Harvester Co.

INTERNATIONAL Harvester refrigerator;
groceries galore 'cause it's so-o-o
big! SEE International Harvester Com-
pany. KK36138.

INTERNATIONAL Harvester refrigerator -
look at all the food it holds. SEE
International Harvester Company.
KK35801.

INTERNATIONAL Harvester refrigerator
model G-74. KK71453. SEE Inter-
national Harvester Company.

INTERNATIONAL Harvester refrigerator
model G-82. KK71452. SEE Inter-
national Harvester Company.

INTERNATIONAL Harvester refrigerator
model G-84. KK71451. SEE Inter-
national Harvester Company.

INTERNATIONAL Harvester refrigerator
model G-85. KK71450. SEE Inter-
national Harvester Company.

INTERNATIONAL Harvester refrigerator
model G-85-D. KK71449. SEE
International Harvester Company.

INTERNATIONAL Harvester refrigerator
model G-93. KK71448. SEE Inter-
national Harvester Company.

INTERNATIONAL Harvester refrigerator
model G-93-D. KK71446. SEE Inter-
national Harvester Company.

INTERNATIONAL Harvester refrigerator
model G-95. KK71447. SEE Internation-
al Harvester Company.

INTERNATIONAL Harvester refrigerator
model HA-82. KK61783. SEE Interna-
tional Harvester Co.

MAY 24 1951

INTERNATIONAL Harvester refrigerator
model HA-83. KK61784. SEE
International Harvester Co.

MAY 24 1951

INTERNATIONAL Harvester refrigerator
model HA-84. KK61785. SEE Interna-
tional Harvester Co.

MAY 24 1951

INTERNATIONAL Harvester refrigerator
model HA-92. KK61786. SEE
International Harvester Co.

MAY 24 1951

INTERNATIONAL Harvester refrigerator
model UA-87. KK61789. SEE Interna-
tional Harvester Co.

MAY 24 1951

INTERNATIONAL Harvester refrigerator
model UA-95. KK61790. SEE Inter-
national Harvester Co.

MAY 24 1951

INTERNATIONAL Harvester refrigerator
recipes. KK61781. SEE International
Harvester Co.

MAY 24 1951

INTERNATIONAL Harvester refrigerator
they're femineered! KK61787. SEE
International Harvester Company.

MAY 24 1951

INTERNATIONAL Harvester refrigerator
Tri-Matic defrosting mailing folder.
KK74866. SEE International Harvester
Company. Not just automatic defrosting
now Tri-Matic defrosting.

INTERNATIONAL Harvester refrigerators.
KK61788. SEE International Harvester
Company.

MAY 24 1951

INTERNATIONAL Harvester turns on the
steam to help dealers sell the
world's leading freezers! SEE
International Harvester Company.
KK40947.

INTERNATIONAL Harvester, world's leading
freezers. KK67434. SEE International
Harvester Company.

NOV 29 1951

[International heater company]

Panelaire, radiant panel heating ... [Utica, N. Y., 1947,
cover-title, [20] p. illus. 28^{cm}.

1. Radiant heating. 2. Hot-air heating. I. Title.

TH7469,I 6

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47-21281

Brief cataloging

© 10Feb47; Harold F. Randolph, Utica, N. Y.; AA44878.

dcd/jls

Library of Congress

[2]

AA 18514

International heater co., claimant.
Panelaire, the warm air panel
heating system.

see

Randolph, H

F

afp 10-11-46

Title International hides, leather, shoes.

Claimant International statistical bureau, inc., 350 5th ave., nyc 1

Remitter

Vol.	No.	Issue of 1946	Date of publication	Date received	Held	No funds	Final action
13	39	Sept. 29	9-29	10-2-45			CCIB 699811
13	40	Oct. 6	10-6	10-10-45			CCIB 699812
13	41	Oct. 13	10-13	10-16-45			CCIB 699813
13	42	Oct. 20	10-20	10-23-45			CCIB 699814
13	43	Oct. 27	10-27	11-2-45			CCIB 699815
13	44	Nov. 3	11-3	11-7-45			CCIB 699816
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13	46	Nov. 17	11-17	11-20-45			CCIB 699818
13	47	Nov. 24	11-24	11-27-45			CCIB 699819
13	48	Dec. 1	12-1	12-6-45			CCIB 702858
13	49	Dec. 8	12-8	12-12-45			CCIB 703934
13	50	Dec. 15	12-15	12-21-45			CCIB 707
13	51	Dec. 22	12-22	12-27-45			CCIB 253
13	52	Dec. 29	12-29	1-2-46			CCIB 2133
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Title International hides, leather, shoes.

Claimant Internatl. statistical bureau, inc., 350 5th ave., nyc. 1

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Claimant International Statistical Bureau, Inc., 350 5th Ave., NYC 1

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14	19	May 11	5-11	5-15-46			© CIB 20207
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14	23	June 8	6-8	6-11-46			© CIB 24653
14	24	June 15	6-15	6-18-46			© CIB 25584
14	25	June 22	6-22	6-25-46			© CIB 26545
14	26	June 29	6-29	7-2-46		7/2/46	© CIB 32444
14	27	July 6	7-6	7-9-46			© CIB 27865
14	28	July 13	7-13	7-15-46		7/15/46	© CIB 32445
14	29	July 20	7-20	7-23-46		8/15/46	© CIB 32446
14	30	July 27	7-27	7-30-46			© CIB 32183
14	31	Aug 3	8-3	8-6-46			© CIB 31484
14	32	Aug 10	8-10	8-13-46			© CIB 34672
14	33	Aug 17	8-17	8-22-46			© CIB 34673
14	34	Aug 24	8-24	8-29-46			© CIB 34674

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
14	35	Aug. 31 '46	8-31	9-4-46		CCIB	36167
14	36	Sept. 7	9-7	9-10-46		CCIB	37265
14	37	Sept. 14	9-14	9-17-46		CCIB	38210
14	38	Sept. 21	9-21	9-24-46		CCIB	39234
14	39	Sept. 28	9-28	10-2-46		CCIB	40312
14	40	Oct. 5	10-5	10-8-46		CCIB	40883
14	41	Oct. 12	10-12	10-17-46		CCIB	42573
14	42	Oct. 19	10-19	10-23-46		CCIB	43669
14	43	Oct. 26	10-26	10-29-46		CCIB	44406
14	44	Nov. 2, 46	11-2	11-6-46		CCIB	46033
14	45	Nov. 9, 46	11-9	11-13-46		CCIB	46666
14	46	Nov. 16	11-16	11-19-46		CCIB	48019
14	47	Nov. 23	11-23	11-27-46		CCIB	48481
14	48	Nov. 30	11-30	12-3-46		CCIB	49333
14	49	Dec. 7	12-7	12-10-46		CCIB	50663
14	50	Dec. 14	12-14	12-17-46		CCIB	51945
14	51	Dec. 21	12-21	12-28-46		CCIB	53743
14	52	Dec. 28	12-28	12-31-46		CCIB	54824
15	1	Jan. 4 '47	1-4	1-7-47		CCIB	57802
15	2	Jan. 11 '47	1-11	1-14-47		CCIB	57388
15	3	Jan. 18	1-18	1-21-47		CCIB	57802

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Title International Hides, Leather, Shoes

Claimant International Statistical Bureau, Inc., 350 Fifth Ave., NYC 1

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
15	4	Jan. 25 '47	1-25	1-28-47		© Cl B	58924
15	5	Feb. 1	2-1	2-8-47		© Cl B	60858
15	6	Feb. 8	2-8	2-12-47		© Cl B	60853
15	7	Feb. 15	2-15	2-19-47		© Cl B	62784
15	8	Feb. 21	2-21	3-14-47		© Cl B	70085
15	9	Mar. 1	3-1	3-14-47		© Cl B	70086
15	10	Mar. 8	3-8	3-14-47		© Cl B	70087
15	11	Mar. 15	3-15	3-18-47		© Cl B	70088
15	12	Mar. 22	3-22	3-25-47		© Cl B	68682
15	13	Mar. 29	3-29	4-5-47		© Cl B	71112
15	14	Apr. 5	4-5	4-11-47		© Cl B	71113
15	15	Apr. 12	4-12	4-17-47		4-22-47 © Cl B	73568
15	16	Apr. 19	4-19	4-22-47		© Cl B	74069
15	17	Apr. 26	4-26	5-8-47		© Cl B	75648
15	18	May 3	5-3	5-8		© Cl B	75649
15	19	May 10	5-10	5-1		© Cl B	76500

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
15	20	May 17	5-17	5-21-47		© Cl B	77999
15	21	May 24	5-24	5-27-47		© Cl B	78597
15	22	May 31	5-31	6-3-47		© Cl B	79611
15	23	June 7	6-7	6-10-47		© Cl B	84018
15	24	June 14	6-14	6-20-47		© Cl B	84995
15	25	June 21	6-21	6-24-47		© Cl B	84996
15	26	June 28	6-28	7-1-47		© Cl B	84997
15	27	July 5	7-5	7-5-47		© Cl B	87439
15	28	July 12	7-12	7-16-47		© Cl B	88618
15	29	July 19	7-19	7-22-47		© Cl B	88619
15	30	July 26	7-26	7-29-47		© Cl B	91297
15	31	Aug 2	8-2	8-5-47		© Cl B	95250
15	32	Aug 9	8-9	8-12-47		© Cl B	92622
15	33	Aug 16	8-16	8-31-47		© Cl B	95251
15	34	Aug 23	8-23	8-31-47		© Cl B	95252
15	35	Aug 30	8-30	9-4-47		© Cl B	97338
15	36	Sept. 6	9-6	9-9-47		© Cl B	97339
15	37	Sept. 13	9-13	9-18-47		© Cl B	97340
15	38	Sep. 20	9-20	9-28-47		© Cl B	98403
15	39	Sept. 27	9-27	10-2-47		© Cl B	99627
15	40	Oct. 4	10-4	10-7-47		© Cl B	101834

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Title International hides, leather, shoes.

Claimant International statistical bureau, inc., 350 Fifth

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1947							
15	41	Oct. 11	10-11	10-17-47			© ClB 104457
15	42	Oct. 18	10-18	10-21-47			© ClB 104458
15	43	Oct. 25	10-25	10-29-47			© ClB 107114
15	44	Nov. -1	11-1	11-4-47			© ClB 107115
15	45	Nov. -8	11-8	11-12-47			© ClB 107116
15	46	Nov. 15	11-15	11-19-47			© ClB 107117
15	47	Nov. 22	11-22	11-25-47			© ClB 109678
15	48	Nov. 29	11-29	12-2-47			© ClB 109679
15	49	Dec. 6	12-6	12-9-47			© ClB 110989
15	50	Dec. 13	12-13	12-18-47			© ClB 116914
15	51	Dec. 20-47	12-20	12-26-47			© ClB 117938
15	52	Dec. 27	12-27	1-5-48		JAN 14 1948	© ClB 118881
16	1	Jan. 3-48	1-3-48	1-8-48			© ClB 117939
16	2	Jan. 10-48	1-10-48	1-13-48			© ClB 117040
16	3	Jan. 17-48	1-17	1-20-48			© ClB 117941
16	4	Jan. 24-48	1-24	1-27-48			© ClB 117942

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
16	5	Jan. 31-48	1-31	2-3-48			CCIB 118439
16	6	Feb. 7-48	2-7	2-10-48			CCIB 121539
16	7	Feb. 14-48	2-14	2-17-48			CCIB 122015
16	8	Feb. 21	2-21	2-25-48			CCIB 124156
16	9	Feb. 28	2-28	3-4-48			CCIB 124157
16	10	Mar. 6-48	3-6	3-11-48			CCIB 128606
16	11	Mar. 13-48	3-13	3-22-48			CCIB 128607
16	12	Mar. 20-48	3-20	3-26-48			CCIB 128608
16	13	Mar. 27-48	3-27	4-1-48			CCIB 128609
16	14	Apr. 3	4-3	4-9-48			CCIB 130335
16	15	Apr. 10	4-10	4-14-48			CCIB 130915
16	16	Apr. 17	4-17	4-22-48			CCIB 131941
16	17	Apr. 24	4-24	4-28-48			CCIB 132750
16	18	May 1-48	5-1	5-4-48			CCIB 133501
16	19	May 8	5-8	5-11-48			CCIB 135358
16	20	May 15	5-15	6-1-48			CCIB 139292
16	21	May 22	5-22	6-1-48			CCIB 139293
16	22	May 29	5-29	6-9-48			CCIB 140834
16	23	June 5	6-5	6-8-48			CCIB 140271
16	24	June 12	6-12	6-15-48			JUL 13 1948 CCIB 149835
16	25	June 19	6-19	7-1-48			JUL 20 1948 CCIB 149836

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Title International hides, leather, shoes.

Claimant International Statistical Bureau, Inc. 350 5th Ave., New York 1

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16	26	June 26-48	6-26	6-29-48		JUL 20 1948	©CIB 149830
16	27	July 3-48	7-3	7-7-48		JUL 20 1948	©CIB 149831
16	28	July 10	7-10	7-15-48		JUL 20 1948	©CIB 149832
16	29	Jul 17	7-17	8-6-48			©CIB 149260
16	30	Jul 24	7-24	8-6-48			©CIB 149261
16	31	Jul 31	7-31	8-6-48			©CIB 149262
16	32	Aug 7	8-7	8-12-48			©CIB 149833
16	33	Aug. 14	8-14	8-20-48		9-3-48	©CIB 157142
16	34	Aug. 21	8-21	9-2-48		SEP 9 1948	©CIB 157143
16	35	Aug. 28	8-28	9-1-48		SEP 9 1948	©CIB 157144
16	36	Sept. 4	9-4	9-8-48		9-15-48	©CIB 157145
16	37	Sept. 11	9-11	9-14-48		9-17-48	©CIB 157146
16	38	" 18	9-18	9-21-48		9-24-48	©CIB 157147
16	39	Sep 25	9-25	9-28-48			©CIB 157148
16	40	Oct. 2	10-2	10-8-48		OCT 18 1948	©CIB 165266
16	41	Oct. 9	10-9	10-13-48		OCT 28 1948	©CIB 165267

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16	42	Oct 16	10-16	10-19-48		OCT 28 1948	©CIB 185268
16	43	Oct 23	10-23	11-1-48		NOV 9 1948	©CIB 185269
16	44	Oct 30	10-30	11-7-48		NOV 9 1948	©CIB 185270
16	45	Nov 6	11-6	11-15-48		NOV 22 1948	©CIB 185271
16	46	Nov 13	11-13	11-17-48		NOV 29 1948	©CIB 185272
16	47	Nov 20	11-20	11-23-48			©CIB 185273
16	48	Nov 27	11-27	11-30-48			©CIB 186888
16	49	Dec. 4	12-4	12-10-48		1-12-49	©CIB 185950
16	50	Dec. 11	12-11	12-15-48			©CIB 186104
16	51	Dec. 18	12-18	12-21-48		1-12-49	©CIB 185951
16	52	Dec. 24	12-24	12-29-48			©CIB 185952
16	53	Dec 31	12-31	1-3-49		2 6 1949	©CIB 185953
17	1	Jan 8	1-8	1-11-49		2 6 1949	©CIB 185954
17	2	Jan 15	1-15	1-18-49		FEB 4 1949	©CIB 185955
17	3	Jan. 22	1-22	1-27-49			©CIB 185956
17	4	Jan. 29	1-29	2-4-49		FEB 14 1949	©CIB 185957
17	5	Feb 5	2-5	2-8-49		FEB 14 1949	©CIB 185958
17	6	Feb 12	2-12	2-16-49		FEB 25 1949	©CIB 185959
17	7	Feb. 19	2-19	2-23-49		MAR 1 1949	©CIB 185960
17	8	Feb. 26	2-26	3-4-49		MAR 8 1949	©CIB 185961
17	9	Mar 5	3-5	3-17-49		MAR 28 1949	©CIB 185962

Title International Hides, Leather, Shoes

Claimant International Statistical Bureau, 352 5th Ave, NY 1

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17	10	Mar 12	3-12	3-15-49		APR 4 1949	©CIB 197022
17	11	Mar 19	3-19	3-22-49		APR 4 1949	©CIB 197023
17	12	Mar. 26	3-26	3-30-49			©CIB 185311
17	13	Apr. 2	4-2	4-5-49		May 5 '49	©CIB 197024
17	14	Apr. 9	4-9	4-12-49		MAY 11 1949	©CIB 197025
17	15	Apr. 16	4-16	4-20-49		MAY 11 1949	©CIB 197026
17	16	Apr. 23	4-23	4-26-49		MAY 11 1949	©CIB 197027
17	17	Apr. 30	4-30	5-3-49		MAY 11 1949	©CIB 197028
17	18	May 7	5-7	5-11-49		MAY 24 1949	©CIB 197029
17	19	May 14	5-14	5-24-49		MAY 27 1949	©CIB 197030
17	20	May 21	5-21	5-24-49		MAY 27 1949	©CIB 197031
17	21	May 28	5-28	6-2-49		JUN 16 1949	©CIB 206029
17	22	June 4	6-4	6-7-49		JUL 21 1949	©CIB 206030
17	23	June 11	6-11	6-14-49		JUL 21 1949	©CIB 206031
17	24	June 18	6-18	6-21-49		JUL 21 1949	©CIB 206032
17	25	June 25	6-25	6-28-49		JUL 21 1949	©CIB 206033

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
17	26	Jul 2	7-2	7-22-49		AUG 2 1949	CCIB 206034
17	27	Jul 9	7-9	7-22-49		AUG 2 1949	CCIB 206035
17	28	Jul 16	7-16	7-22-49		AUG 2 1949	CCIB 206036
17	29	July 23	7-23	8-22-49		SEP 16 1949	CCIB 211782
17	30	July 30	7-30	8-22-49		SEP 16 1949	CCIB 211783
17	31	Aug 6	8-6	8-22-49		SEP 16 1949	CCIB 211784
17	32	Aug 13	8-13	8-22-49		SEP 16 1949	CCIB 211785
17	33	Aug 20	8-20	8-26-49			CCIB 206685
17	34	Aug 27	8-27	8-30-49		SEP 11 1949	CCIB 211796
17	35	Sep 3	9-3	9-12-49		SEP 23 1949	CCIB 211797
17	36	Sep 10	9-10	9-13-49		SEP 23 1949	CCIB 211798
17	37	Sep.17	9-17	9-20-49			CCIB 211027
17	38	Sep.24	9-24	9-28-49		OCT 18 1949	CCIB 225535
17	39	Oct.1	10-1	10-5-49		OCT 18 1949	CCIB 225536
17	40	Oct. 8	10-8	10-19-49		OCT 25 1949	CCIB 225537
17	41	Oct.15	10-15	10-19-49		OCT 25 1949	CCIB 225538
17	42	Oct.22	10-22	10-28-49		NOV 3 1949	CCIB 225539
17	43	Oct.29	10-29	11-2-49		NOV 13 1949	CCIB 225540
17	44	Nov 5	11-5	11-9-49		NOV 23 1949	CCIB 225541
17	45	Nov.12	11-12	11-19-49		NOV 30 1949	CCIB 225542
17	46	Nov.19	11-19	11-22-49		DEC 7 1949	CCIB 225543

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Claimant International Statistical Bureau, 350 5th Ave., NY

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17	47	Nov. 26	11-26	11-29-49		DEC 7 1949	CCIB 225544
17	48	Dec 3	12-3	12-7-49		DEC 14 1949	CCIB 225545
17	49	Dec 10	12-10	12-13-49		DEC 21 1949	CCIB 225546
17	50	Dec 17	12-17	12-20-49		JAN 17 1950	CCIB 266044
17	51	Dec 24	12-24	12-28-49		JAN 17 1950	CCIB 266045
17	52	Dec 31	12-31	1-4-50		JAN 17 1950	CCIB 266046
18	1	Jan. 7	1-1	1-11-50		JAN 10 1950	CCIB 266047
18	2	Jan. 14	1-14	1-17-50		JAN 10 1950	CCIB 266048
18	3	Jan. 21	1-21	1-25-50		FEB 1 1950	CCIB 266049
18	4	Jan. 28	1-28	1-31-50		FEB 7 1950	CCIB 266050
18	5	Feb. 4	2-4	2-7-50		FEB 20 1950	CCIB 266051
18	6	Feb. 11	2-11	2-14-50		FEB 24 1950	CCIB 266052
18	7	Feb. 18	2-18	2-21-50		MAR 1 1950	CCIB 266053
18	8	Feb. 25	2-25	2-28-50		MAR 2 1950	CCIB 266054
18	9	Mar. 4	3-4	3-9		MAR 16 1950	CCIB 266055
18	10	Mar. 11	3-11	3-1		MAR 20 1950	CCIB 266056

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
13	11	Mar 18	3-13	3-21-50		MAR 31 1950	CCIB 266057
13	12	Mar 25	3-25	3-23-50		APR 25 1950	CCIB 266058
18	13	Apr 1	4-1	4-4-50		APR 27 1950	CCIB 266059
18	14	Apr 8	4-8	4-11-50		APR 27 1950	CCIB 266060
18	15	Apr 15	4-15	4-18-50		APR 27 1950	CCIB 266061
18	16	Apr 22	4-22	4-25-50		APR 27 1950	CCIB 266062
18	17	Apr. 29	4-29	5-2-50		MAY 15 1950	CCIB 266063
18	18	May 6	5-6	5-11-50		MAY 22 1950	CCIB 266064
18	19	May 13	5-13	5-19-50		MAY 31 1950	CCIB 266065
18	20	May 20	5-20	5-23-50		JUN 9 1950	CCIB 266066
18	21	May 27	5-27	5-31-50		JUN 9 1950	CCIB 266067
18	22	Jun 3	6-3	6-7-50			CCIB 249766
18	23	Jun 10	6-10	6-13-50		JUL 21 1950	CCIB 266068
18	24	June 17	6-17	6-20-50			CCIB 251557
18	25	Jun 24	6-24	6-27-50		JUL 21 1950	CCIB 266069
18	26	Jul 1	7-1	7-14-50			CCIB 266070
18	27	Jul 8	7-8	7-14-50			CCIB 266071
18	28	Jul 15	7-19	7-19-50			CCIB 266072
18	29	Jul 22	7-22	7-22-50		AUG - 2 1950	CCIB 266073
18	30	July 29	7-29	8-1-50		AUG 24 1950	CCIB 266074
18	31	Aug 5	8-5	8-14-50		AUG 31 1950	CCIB 266075

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Title International Hides, Leather, Shoes.

Claimant International Statistical Bureau, Inc., 350 5th NY 1

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18	32	Aug 12	8-12	8-17-50		AUG 31 1950	CIB 266076
18	33	Aug 19	8-19	8-23-50		AUG 31 1950	CIB 266077
18	34	Aug 26	8-26	8-29-50		SEP 21 1950	CIB 266078
18	35	Sep. 2	9-2	9-6-50		SEP 21 1950	CIB 266079
18	36	Sep. 9	9-9	9-12-50		SEP 21 1950	CIB 266080
18	37	Sep. 16	9-16	9-20-50			CIB 266081
18	38	Sep. 23	9-23	9-27-50			CIB 266082
18	39	Sep 30	9-30	10-4-50		NOV 3 1950	B 280892
18	40	Oct 7	10-7	10-10-50		NOV 3 1950	280893
18	41	Oct 14	10-14	10-17-50		NOV 3 1950	280894
18	42	Oct 21	10-21	10-24-50		NOV 14 1950	280895
18	43	Oct 28	10-28	11-3-50		NOV 14 1950	280896
18	44	Nov 4	11-4	11-8-50		NOV 14 1950	280897
18	45	Nov. 11	11-11	11-14-50		DEC 1 1950	280898
18	46	Nov 18	11-18	12-1-50		DEC 1 1950	280899
18	47	Nov 25	11-25	12-1-50		DEC 12 1950	280900

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18	48	Dec. 2	12-2	12-5-50		DEC 12 1950	B 280901
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18	49	1950 Dec.9	12-9	12-13-50			B 282847
18	50	Dec.16	12-16	12-20-50			B 282848
18	51	Dec.23	12-23	12-29-50			B 282849
18	52	Dec.30	12-30	1-3-51			B 282850
19	1	Jan.6	1-6	1-10-51			B 282851
19	2	Jan.13	1-13	1-17-51			B 282852
19	3	Jan.20	1-20	2-1-51			B 290111
19	4	Jan.27	1-27	2-1-51			B 290112
19	5	Feb.3	2-3	2-7			B 290113
19	6	Feb.10	2-10	2-12			B 290114

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
19	7	Feb. 17	2-17	2-26-51		B	290115
19	8	Feb. 24	2-24	3-2-51		B	290116
19	9	Mar 3	3-3	3-15-51		B	297161
19	10	Mar 10	3-10	3-15-51		B	297162
19	11	Mar 17	3-17	3-21-51		4/5 B	297163
19	12	Mar 24	3-24	3-27-51		B	296761
19	13	Mar 31	3-31	4-4-51		B	296762
19	14	Apr 7	4-7	4-10-51		B	296763
19	15	Apr. 14	4-14	4-17-51		B	299285
19	16	Apr. 21	4-21	4-25-51		B	299286
19	17	Apr. 28	4-28	5-4-51		B	301035
19	18	May 5	5-5	5-14-51		B	306657
19	19	May 12	5-12	5-21-51		B	306658
19	20	May 19	5-19	5-21-51		6/7/51 B	306659

Title International Hides Leather Shoes.

Claimant Inter Stat. Bur. Inc. 350 5th Ave. NY 1 NY

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Vol.	No.	Issue of 1951	Date of publication	Date received	Held	No funds	Final action
19	21	May 26	5-26	5-31-51		6/7/51	B 306660
10	22	Jun 2	6-2	6-6-51			B 310186
10	23	Jun 9	6-9	6-15-51			B 310187
10	24	Jun 16	6-16	6-19-51			B 310188
10	25	Jun 23	6-23	7-9-51			B 312120
10	26	Jun 30	6-30	7-5-51			B 310189
19	27	Jul 7	7-7	8-8-51		8/28	E 318319
19	28	Jul 14	7-14	8-8-51		"	E 318320
19	29	Jul 21	7-21	8-8-51		"	B 318321
19	30	Jul 28	7-28	8-9-51		"	B 318322

Vol.	No.	Issue of 1951	Date of publication	Date received	Held	No funds	Final action
19	31	Aug 4	8-4	8-9-51		8/28	B 318323
19	32	Aug 11	8-11	8-14-51		"	B 318324
19	33	Aug. 18	8-18	8-29-51			B 317489
19	34	Aug. 25	8-25	8-29-51			B 317490
19	35	Sept 1	9-1	9-10-51			B 321526
19	36	Sept 8	9-8	9-13-51			B 321527
19	37	Sept 15	9-15	9-20-51			B 321528
19	38	Sept 22	9-22	9-27-51			B 321529
19	39	Sep. 29	9-29	10-10-51		10/22	B 325656
19	40	Oct. 6	10-6	10-15-51		10/22	B 325657
19	41	Oct. 13	10-13	10-19-51		10/23	B 325658
19	42	Oct. 20	10-20	10-24-51			B 325322
19	43	Oct 27	10-27	11-1-51			B 329540
19	44	Nov 3	11-3	11-2-51			B 333413

Title International Hides Leather Shoes

Claimant International Statistical Bureau, Inc., 350 5th Ave., NY 1

Remitter

Vol.	No.	Issue of 1951	Date of publication	Date received	Held	No funds	Final action
19	45	Nov 10	11-10	11-23-51			B 333414
19	46	Nov 17	11-17	11-30-51			B 333415
19	47	Nov 24	11-24	11-30-51			B 333416
19	48	Dec 1	12-1	12-14-51		1/4/52	B 335413
19	49	Dec 8	12-8	12-14-51		1/4/52	B 335414
19	50	Dec 15	12-15	12-27-51			B 338306
19	51	Dec 22	12-22	12-28-51			B 338307
19	52	Dec. 29	12-29	1-18-52			B 343478
20	1	Jan. 5	1-5	1-18-52			B 343479
20	2	Jan. 12	1-12	1-18-52			B 343480

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
20	3	Jan. 19	1-19	1-23-52			B 343481
20	4	Jan. 26	1-26	1-31-52			B 343482
20	5	Feb. 2	2-2	2-6-52			B 343483
20	6	Feb. 9	2-9	2-12-52			B 343484
20	7	Feb. 16	2-16	2-21-52			B 343485
20	8	Feb. 23	2-23	2-28-52			B 345357
20	9	Mar. 1	3-1	3-5-52			B 345358
20	10	Mar 8	3-8	3-14-52			B 351335
20	11	Mar 15	3-15	4-23-52			B 358448
20	12	Mar 22	3-22	3-31-52			B 351336
20	13	Mar 29	3-29	4-4-52			B 351337
20	14	Apr 5	4-5	4-14-52		5/2	B 358449
20	15	Apr 12	4-12	4-23-52		5/2	B 358450
20	16	Apr. 19	4-19	4-23-52			B 357231

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 Remitter New York 1, N.Y.

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
		1952					
XX	17	Apr. 26	4-26	5-2-52			D 357232
XX	18	May 3	5-3	5-19-52			B 361303
XX	19	May 10	5-10	5-19-52			B 361304
XX	20	May 17	5-17	5-21-52			B 361305
XX	21	May 24	5-24	5-29-52			B 361306
XX	22	May 31	5-31	6-5-52			B 361307
20	23	June 7*	6-7	6-13-52			B 364913
20	24	June 14	6-14	6-18-52			B 364914
20	25	June 21	6-21	6-3			B 364915
20	26	Jun 28	6-28	7-7			B 368989

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
20	27	Jul 5	7-5	7-11-52			B 368990
20	23	Jul 12	7-12	7-18-52			B 368991
	29	July 19	7-19	7-26-52			B 376888
	30	July 26	7-26	7-30-52			B 376889
	31	Aug. 2	8-2	8-5-52			B 376890
	32	Aug. 9	8-9	8-12-52			B 376891
	33	Aug. 16	8-16	8-21-52			B 376892
	34	Aug. 23	8-23	8-28-52			B 376893
	35	Aug. 30	8-30	9-4-52			B 376894
	36	Sep. 6	9-6	9-15-52			B 376895
	37	Sep. 13	9-13	9-19-52			B 376896
	38	Sep. 20	9-20	9-29-52			B 388419
	39	Sep. 27	9-27	10-6-52			B 388420
	40	Oct. 4	10-4	10-13-52			B 388421

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Title International Hides Leather Shoes.

Claimant International Statistical Bureau, Inc., 350 5th Ave.,

Remitter

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New York 1, N.Y.

Vol.	No.	Issue 1952	Date of publication	Date received	Held	No funds	Final action
20	41	Oct. 11	10-11	10-16-52			B 388422
20	42	Oct. 18	10-18	10-30-52			B 391789
20	43	Oct. 25	10-25	10-30-52			B 391790
20	44	Nov. 1	11-1	11-5-52			B 391791
20	45	Nov. 8	11-8	11-17-52			B 391792
20	46	Nov. 15	11-15	11-24-52			B 391793
20	47	Nov. 22	11-22	12-1-52			B 391794
20	48	Nov 29	11-29	12-5-52			B 389380
20	49	Dec. 6	12-6	12-15-52			B 391795
20	50	Dec. 13	12-13	12-19-52		1-2-53	B 398204

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
20	51	Dec. 20	12-20	12-30-52		1-21-53	B 398205
20	52	Dec 27	12-27	1-12-53			B 402769
21	1	Jan 3	1-3	1-12-53			B 402770
21	2	Jan 10	1-10	1-15-53			B 402771
21	3	Jan 17	1-17	1-23-53			B 402772
21	4	Jan 24	1-24	1-29-53			B 402773
21	5	Jan 31	1-31	2-4-53			B 402774
21	6	Feb 7	2-7	2-13-53			B 402775
21	7	Feb 14	2-14	2-24-53			B 406233
21	8	Feb 2	2-21	2-27-53			B 406234
21	9	Feb 28	2-28	3-6-53			B 406235
21	10	Mar 7	3-7	3-10-53			B 406236
21	11	Mar. 14	3-14	3-17-53			B 411242
21	12	Mar. 21	3-21	3-24-53			B 411243

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
21	13	1953 Mar. 28	3-28	4-1-53			B 411244
21	14	Apr. 4	4-4	4-10-53			B 411245
21	15	Apr 11	4/11	4/20/53			B 416680
21	16	Apr 18	4/18	4/27/53			B 416681
21	17	Apr 25	4/25	4/29/53			B 416682
21	18	May 2	5/2	5/7/53			B 416683
21	19	May 9	5/9	5/15/53			B 416684
21	20	May 16	5/16	5/22/53			B 420211
21	21	May 23	5/23	5/28/53			B 420212
21	22	May 30	5/30	6/3/53			B 420213

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350 Fifth Ave., New York 1, N. Y.

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No.	Issue	Pub. Date	Entry No.
24,	June 20.	© 20Jun53	B 423452.
25,	June 27.	© 27Jun53 ;	B 425122.
26,	July 3.	© 3Jul53 ;	B 428198.
27,	July 11.	© 11Jul53 ;	B 428199.
28,	July 18.	© 18Jul53 ;	B 429610.
29,	July 25.	© 25Jul53	B 429611.
30,	Aug. 1.	© 1Aug53 ;	B 429612.
31,	Aug. 8.	© 8Aug53 ;	B 429613.
32,	Aug. 15.	© 15Aug53	B 436796.
33,	Aug. 22.	© 22Aug53	B 436797.
34,	Aug. 29.	© 29Aug53	B 435003.

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No.	Date	Pub. Date	Entry No.
35	Sept. 5.	© 5Sep53	B 435004
36	Sept. 12.	© 12Sep53	B 437149
37	Sept. 19.	© 19Sep53	B 437150
38	Sept. 26.	© 26Sep53	B 440527
39	Oct. 3.	© 30Oct53	B 440528
40	Oct. 10.	© 10Oct53	B 440529
41	Oct. 17.	© 17Oct53	B 443351
42	Oct. 24.	© 24Oct53	B 443352
43	Oct. 31.	© 31Oct53	B 442476

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No.	Issue	Pub. Date	Entry No.
44.	Nov. 7.	© 7Nov53;	B 450452
45.	Nov. 14.	© 14Nov53;	B 450453
46.	Nov. 21.	© 21Nov53;	B 450454
47.	Nov. 28.	© 28Nov53;	B 449419
48.	Dec. 5.	© 5Dec53;	B 449420
49.	Dec. 12.	© 12Dec53;	B 449421
	Dec.	©	
	Dec.	©	

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111 50, Dec. 19. © 19Dec53; B 455283.

51, Dec. 26. © 26Dec53; B 455284. —

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v. 22, 1954, no.

No.	Issue	Pub. Date	Entry No.
For December 1953 issues see reverse side.			
1.	Jan. 2.	© 2Jan54	B 455285
2.	Jan. 9.	© 9Jan54	B 455286
3.	Jan. 16.	© 16Jan54	B 455287
4.	Jan. 23.	© 23Jan54	B 458376
5.	Jan. 30.	© 30Jan54	B 458377
6.	Feb. 6.	© 6Feb54	B 458378
7.	Feb. 13.	© 13Feb54	B 469399
8.	Feb. 20.	© 20Feb54	B 469400
9.	Feb. 27.	© 27Feb54	B 469401

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No.	Issue	Pub. Date	Entry No.
10.	Mar. 6.	© 6Mar54 ;	B 471319
11.	Mar. 13.	© 13Mar54 ;	B 471320
12.	Mar. 20.	© 20Mar54 ;	B 471321
13.	Mar. 27.	© 27Mar54 ;	B 471322
14.	Apr. 3.	© 3Apr54 ;	B 471323
15.	Apr. 10.	© 10Apr54 ;	B 471324
16.	Apr. 17.	© 17Apr54 ;	B 471325
17.	Apr. 24.	© 24Apr54 ;	B 481572

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No.	Issue	Pub. Date	Entry No.
18.	May 1.	© 1May54	B 481570.
19.	May 8.	© 8May54	B 481571
20.	May 15.	© 15May54	B 481444
21.	May 22.	© 22May54	B 481445
22.	May 29.	© 29May54	B 481446
23.	June 5.	© 5Jun54	B 481447
24.	June 12.	© 12Jun54	B 481448
25.	June 19.	© 19Jun54	B 481449
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No.	Issue	Pub. Date	Entry No.
26.	June 26.	© 26Jun54 ;	B 487582
27.	July 3.	© 3Jul54 ;	B 487583
28.	July 10.	© 10Jul54 ;	B 487584
29.	July 17.	© 17Jul54 ;	B 487585
30.	July 24.	© 24Jul54 ;	B 487586
31.	xxxx July 31	© 31Jul54 ;	B491944
32.	Aug. 7.	© 7Aug54 ;	B497915
33.	Aug. 14.	© 14Aug54 ;	B497921
34.	Aug. 21.	© 21Aug54 ;	B491951
35.	Aug. 28.	© 28Aug54 ;	B497893.

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No.	Issue	Pub. Date	Entry No.
36.	Sept. 4.	© 4Sep54 ;	B497884
37.	Sept. 11.	© 11Sep54 ;	B497881
38.	Sept. 18.	© 18Sep54 ;	B497928
39.	Sept. 25.	© 25Sep54 ;	B497937
40.	Oct. 2.	© 20Oct54 ;	B497949
41.	Oct. 9.	© 9Oct54 ;	B506788.
42.	Oct. 16.	© 16Oct54 ;	B506796.
43.	Oct. 23.	© 23Oct54 ;	B506774.
44.	Oct. 30.	© 30Oct54 ;	B506769.
45.	Nov. 6.	© 6Nov54 ;	B506762.

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46, Nov. 13. © 13Nov54; B506751. D

47, Nov. 20. © 20Nov54; B506746.

48, Nov. 27. © 27Nov54; B506734. D

49, Dec. 4. © 4Dec54; B508428. 9

50, Dec. 11. © 11Dec54; B509335. D

INTERNATIONAL HIGH-POLYMER CONFERENCE.
UNCORRECTED PREPRINT.

See

Journal of polymer science. Inter-
national High-Polymer Conference.
Uncorrected preprint.

INTERNATIONAL HIGHWAY MARKER COMPANY ©.

Cut down the highway death toll.

(Highway road marker) Folder.

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International Hod Carriers' Building and Common Laborers' Union of America.

MERCEY, ARCH A.

The laborers' story, 1903-1953; the first fifty years of the International Hod Carriers', Building and Common Laborers' Union of America (AFL) Ransdell. 315 p. © International Hod Carriers', Building and Common Laborers' Union of America; 1Dec54; A166000.

I. International Hod Carriers' Building and Common Laborers' Union of America.

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1 | D | W | BW | M | BM | Q

International house quarterly.

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Title International house, 500 Riverside Drive, NYC

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1945	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
9	1	Winter '45	3-10	3-20-45			© CIB 867816
9	2	Spring	5-31	June 7			© CIB 880318
9	3	Summer '45	8-4	8-9-45			© CIB 885581
9	4	Autumn '45	11-30	12-5-45			© CIB 701631
10	1	Winter, '46	2-25	12-23-46	81 NOV 15		© CIB 54105
10	2	Spring '46	5-27	6-19-46			© CIB 25464
10	3	Summer '46	8-20	9-6-46			© CIB 36328
10	4	Autumn '46	11-30	12-7-46			© CIB 50194
11	1	Winter '47	3-3	3-8-47			© CIB 85198
11	2	Spring '47	5-24	6-11-47			© CIB 81158
11	3	Summer '47	8-2	8-12-47			© CIB 90766
11	4	Autumn	1-9	1-13-48			© CIB 114702
							© CIB 126754

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L.T. (Reg. 1944-5,000)

Prior issues entitled. "International Quarterly."

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Title International House Quarterly

Claimant International House Association, Inc.

Remitter International House 500 Riverside Dr. New York 22, N.Y.

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
12	1	Winter '48	3-22	3-25-48			© CLB 126754
12	2	Spr '48	7-15	6-8-49	7 2 MAY 28		© CLB 194890
12	3	Sum, '48	8-25	6-8-49			© CLB 194691
12	4	Aut, '48	11-24	6-8-49			© CLB 194692
13	1	Win, '49	2-23	6-8-49			© CLB 194693
13	2	Spr '49	5-19	6-8-49			© CLB 194694
	3						
13	4	Autumn '49	11-7	11-18-49			© CLB 218584
14	1	Win '50	2-20	7-13-50			© CLB 254076
14	2	Spr '50	5-23	7-13-50			© CLB 254075
14	3	Sum '50	8-3	8-7-50			© CLB 257478
14	4	Autumn	11-14	12-1-50			© CLB 275217

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Prior issues claim International House

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Title INTERNATIONAL HOUSE QUARTERLYClaimant International House Assn., Inc., 500 Riverside Dr., New York 22Remitter International House N. Y.

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
15	1	Winter '51	2-15	5-10-51			B 300588
15	2	Spr '51	5-15	5-28-51			B 303020
15	3	Sum '51	7-25	8-8-51			B 314001
15	4	Aug 51	11-1	11-14-51			B 327910
16	1	Wint 52	2-13	2-18-52			B 341035
16	3	Summ 52	7-23	7-24-52			B 367122
16	4	Aut '52	11-6	11-25-52			B 386935
17	1	Winter '53	1-27	1-30-53			B 396418
17	2	Spring '53	4-20	4-30-53			B 413405

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No.	Issue	Pub. Date	Entry No.
	spring.	©	
3	summer.	© 27Jul53	B 431469 (short-fee 8/3/53)
4	autumn.	© 6Nov53	E 443895
	winter.	©	

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V. 18, 1954, no.

No.	Issue	Pub. Date	Entry No.
1.	winter.	© 4Feb54	B 457242
2.	spring.	© 28Apr54	B 475411
		© ;	
		© ;	

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18. 2 554)

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INTERNATIONAL ICE ATTRACTIONS,
INC. ©.

Ice cycles of 1949. [4th ed.]
1 v., illus. © 10Dec48 (in
notice: 1949); AA104662.

INTERNATIONAL IMPROVEMENT ASSOCIATION
AND AFRICAN COMMUNITIES LEAGUE.

Parent body charter. Sheet, illus.

© Isaac Rodgers Harris; 1Dec49;

AA142893.

MAR - 3 1950

INTERNATIONAL INCINERATORS, INC. ©

Refuse destruction; a municipal
problem and its solution.

Atlanta, 01948. 1 v., illus.

© 10Jan48; AA76036.

INTERNATIONAL INCINERATORS, INC. ©

Refuse destruction; a municipal
problem and its solution.

Atlanta, c1951. 16 p., illus.

© 10Aug51; AA192458.

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INTERNATIONAL INDEMNITY EXCHANGE ©.

Instruction book and rate & premium
charts. St. Louis, 1948.

1 v. © 24 Nov 48; AA100704.

International industrial fans. SEE
International Engineering, inc.

International Industrial Relations
Institute.

FLEDDERUS, MARY LAMBERTINE.

The technological basis for national development and its implications for international co-operation; a statement of guiding principles for study of resources for optimum living standards, by Mary L.

Fledderus and Mary van Kleeck.

45 p. © International Industrial
Relations Institute, New York;

15Mar48; A16436.

I. Van Kleeck, Mary, joint author. II.

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al Relations Institute.

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5) © 24Jun48; KK24603.

Gol-tone

INTERNATIONAL INDUSTRY YEARBOOK,
the encyclopedia of industrial
progress, 1943. Ed., Lloyd J.
Hughlett. 414 p., illus.
© Kristen-Browne Pub. Co., inc.,
New York; 19Apr48; AA80303.

INTERNATIONAL INSTITUTE OF MILWAUKEE
COUNTY (WIS.) ©.

Fun with foreign foods; recipes from
Europe, Latin America and the Near
East. Milwaukee, c1949. 92 p.
© 28Nov49; AA134888.

INTERNATIONAL INSTITUTE OF SAN FRANCISCO,
INC. DRAMA WORKSHOP.

Nostalgia, a folk play. Co-ordinating
dramatist, Georgette Guinasso. © Mrs.
Georgette Guinasso, Director Inter-
national Institute Drama Workshop;
26May52; DU30941.

INTERNATIONAL Institute of Sant'
Pietro, inc. Pax et bonum. GU7842.
SEE Gacs, Peter B.

A8790

International insurance reports.

Dunne's international insurance reports; covering legal reserve life insurance companies and prominent fraternal beneficial societies operating in the United States and Canada ... [New York, The Insurance index] c1946.

1 v. 21 1/2^{cm}.

On cover: Life edition.

© 15Aug46; Dunne's international insurance reports, Louisville, Ky.; A8790.
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INTERNATIONAL INVESTIGATION INSTITUTE,
MINNEAPOLIS.

Criminal jurisprudence and investigations. [A home study correspondence course] © Harry H. Kirchman; 2Aug54; A148827.

International investigators.

Your career! A general outline of the master course training you to become a "scientific investigation expert." [n. p.] 61946.

folder. 22cm.

© Kenneth R. Layne, Kansas City, Mo.;
31Dec46; 2c 13Feb47; AA33254.

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THE INTERNATIONAL JOURNAL FOR THE EDUCATION OF THE -1-
BLIND. © International Journal for the Education
of the Blind, inc. Oct., Dec., Mar., May.

v. 4, 1954, no.

1, Oct. © 5Oct54; B501286.

C

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V. 1, 1953, no.			
No.	Issue	Pub. Date	Entry No.
		©	
		©	
	2-3, Dec. 1953-Mar. 1954	© 29 Apr 54	B 473152.
	Feb.	©	
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Claimant The American Group Psychotherapy Association, 228 East 19 St.
New York 8, NY
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INTERNATIONAL JOURNAL OF GROUP PSYCHOTHERAPY.

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#	no.	1. no Date	2. no Date	Entry No.
#1	2	Apr 52	17 Apr	646 619
	3	Jul 52	16 Jul	646 620
#1	4	Oct 52	17 Oct	646 621
V.3	NO			
H. #	1	Jan 53	15 Jan	648 438
	2	Apr 53	9 Apr	648 439
	3	Jul 53	23 Jul	648 440
#1	4	Oct 53	28 Oct	648 441
V.4	NO			
#1	1	Jan 54	7 Jan	648 442
	2	Apr 54	9 Apr	648 443
	3	Jul 54	16 Jul	648 444
	4	Oct 54	1 Oct	648 445

THE INTERNATIONAL JOURNAL OF GROUP
PSYCHOTHERAPY. Consulting editor,
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FILE 8 100

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PSYCHOTHERAPY. Vol. 1, no. 1,
April 1951. Consulting editor,
S. R. Slavson. New York, Inter-
national Universities Press. 92 p.
© The American Group Psychotherapy
Association; 3May51; AA183882.

JUN 12 1951

THE INTERNATIONAL JOURNAL OF GROUP
PSYCHOTHERAPY. Vol. 1, no. 2,
June 1951. Consulting editor:
S. R. Slavson, assistant editor:
Lottie M. Maury. New York, Inter-
national Universities Press.
95-187 p., illus. © The American
Group Psychotherapy Association;
5Jul51; AA189782.

AUG 20 1951

THE INTERNATIONAL JOURNAL OF GROUP
PSYCHOTHERAPY. Vol. 1, no. 3, .
Sept. 1951. Consulting editor,
S. R. Slavson. Associate editor,
Lottie M. Maury. New York, Inter-
national Universities Press. 191-297 p.
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Association; 18Oct51; AA195941.

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THE INTERNATIONAL JOURNAL OF GROUP
PSYCHOTHERAPY. Consulting editor,
S. R. Slavson. © The American Group
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v. 1, no. 4, Nov. 1951. © 12Dec;
AA201984.

Title International journal of religious education. Chicago, Ill.
 Claimant Internatl. Council of Religious Education, 203 N. Wabash Ave.
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1944	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
20	11	Jul.-Aug.	'44 6-25	7-22-44			CCIB 638732
21	1	Sept.	8-25	9-12-44	7 2 SEP - 8		CCIB 645117
21	2	Oct.	9-25	10-7-44			CCIB 647200
21	3	Nov.	10-25	Nov. 19			CCIB 653552
21	4	Dec.	11-25	Dec. 7			CCIB 654930
21	5	Jan. '45	12-24	1-20-45	25 1-2		CCIB 661721
21	6	Feb. '45	1-24	2-13-45			CCIB 663544
21	7	March	2-24	Mar. 10			CCIB 667196
21	8	April 45	3-24	April 11 45			CCIB 674111
21	9	May 45	4-24	5-8-45			CCIB 676782
21	10	June 45	5-24	1-29-46			CCIB 5381
21	11	July-Aug.	6-24	12-1-45			CCIB 702854
22	1	Sept.	8-24	11-29-45			CCIB 69980
22	2	Oct.	9-24	11-30-45			CCIB 699809
22	3	Nov.	10-24	12-1-45			CCIB 702855
22	4	Dec 45	11-24	1-2			CCIB 5382

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22	5	Jan. '46	12-24	2-3-46			CCIB 7733
22	6	Feb 46	1-25	5-21-46			CCIB 25569
22	7	Mar.	2-25	5-18-46			CCIB 20243
22	8	Apr.	3-25	5-31-46			CCIB 24623
22	9	May 46	4-25	6-4-46			CCIB 25570
22	10	June	5-25	6-17-46			CCIB 26865
22	11	Jul-Aug	6-25	7-19-46			CCIB 30433
23	1	Sept	8-25	9-15-46			CCIB 37560
23	2	Oct.	9-25	12-8-46			CCIB 50413
23	3	Nov.	10-25	12-8-46			CCIB 66190
23	4	Dec.	11-25	12-30-46		1-6-	CCIB 66191
23	5	Jan. 1947	12-26	3-18-47			CCIB 70029
23	6	Feb. 47	1-25	4-18-47			CCIB 71758
23	7	Mar.	2-25	5-18-47			CCIB 69011
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23	10	June 1947	5-25	6-13-47			CCIB 83701
23	11	July-Aug 47	6-25	7-21-47			CCIB 88625
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24	2	Oct.	9-25	11-4-47	81 DEC 17		CCIB 116819
24	4	Dec 47	11-25	12-23-47			CCIB 116820
24	5	Jan. 1948	12-26-47	1-27-48			CCIB 118543
24	6	Feb. 1948	1-25	3-1-48			CCIB 124163
24	7	Mar. 1948	2-25	4-2-48			CCIB 128272
24	8	Apr. '48	3-25	5-22-48			CCIB 137557
24	9	May '48	4-25	5-25-48			CCIB 137955
24	10	June '48	5-25	6-11-48			CCIB 140970
24	11	July-Aug	6-25	8-8-48			CCIB 148612
25	1	Sep 48	8-25	12-1-48			CCIB 165389
25	2	Oct 48	9-25	12-1-48			CCIB 166986
25	3	Nov 48	10-25	12-6-48			CCIB 174282
25	4	Dec 48	11-25	1-7-49			CCIB 172456
25	5	Jan 49	12-25	4-7-49			CCIB 185307
25	6	Feb 49	1-25	4-7-49			CCIB 185308
25	7	Mar 49	2-25	4-7-49			CCIB 185309
25	8	Apr 49	3-25	4-19-49			CCIB 187050

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		51	51		79	Adams St. Chicago 4 Ill	3 141
27	6	Feb 51	1-25	3-5-51		B 7	295207
27	7	Mar 51	2-25	3-29-51		B 3	295208
27	8	Apr' 51	3-25	5-1-51		B	299468
27	9	May' 51	4-25	5-29-51		B 2	303623
27	10	Jun 51	5-25	8-7-51		B	313700
27	11	Jul-Aug	6-25	8-7-51		B	313701
28	1	Sep 51	8-25	10-11-51		B	323899
28	2	Oct' 51	9-25	11-27-51		B	330506
28	3	Nov' 51	10-25	11-27-51		B	332601

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cation. 2-35

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28	5	Jan' 52	12-26	1-31-52			B 347007
28	6	Feb 52	1-25	4-1-52	51 not 4-3		B 351294
28	7	Mar 52	2-25	4-7-52			E 352542
28	8	Apr' 52	3-25	5-16-52			B 359314
28	9	May' 52	4-25	5-16-52			B 359315
28	10	June' 52	6-25	7-1-52			B 365889
28	11	July-Aug	6-25	8-18-52			B 374428
29	1	Sep' 52	7-25	11-14-52			B 387608
29	2	Oct' 52	9-25	11-14-52			B 387610
29	3	Nov' 52	10-25	11-14-52			B 387609
29	4	Dec' 52	11-25	2-10-53			B 401808
29	5	Jan' 53	12-24	2-9			B 401809
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10,	June.	© 25May53 ;	B 422712
11,	July-Aug.	© 25Jun53 ;	B 430088
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5.	Jan.	© 25Dec53 (In notice 1954);	B 456392
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8.	Apr.	© 25Mar54	B 471352
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□ v. 30, 1954, no.

11, July-Aug. © 25Jun54; B493604.

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4, Dec. © 25Nov54; B509006.

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Claimant - Orgone institute press, 400 East 57th St., New York, N. Y.

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cago. Thumb-nail sketches of the
112 breeds of purebred dogs.
AA82031. SEE Rine, Josephine Zeh.

INTERNATIONAL kitchen. DU23785. SEE
Worth, Helen.

APR - 6 1950

INTERNATIONAL L-line trucks: front axles
and steering. C4128. SEE Wilding
Picture Productions, inc.

INTERNATIONAL L-line trucks: front axles
and steering. C4303. SEE Wilding Picture
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INTERNATIONAL LABOR DIRECTORY, 1950.
Dominic DiGalbo, editor. 864 p.,
illus. © Claridge Pub. Corp.,
New York; 12Jun50; AA154700.

JUL 12 1950

The international labor movement: history, policies,
outlook.

LORWIN, LEWIS LEVITZKI.

The international labor movement:
history, policies, outlook. 366 p.
© Harper & Bros.; 16Sep53; A105937.

I. Harper and Brothers.

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Industrial relations in world affairs; proceedings of a conference held in Los Angeles, June 4, 1948, and in Berkeley, June 7 and 8, 1948, on the occasion of the meetings of the International Labor Organization in San Francisco. Presented by: University of California, Institute of Industrial Relations, and Department of Institutes, University Extension, in coöpera-

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lege. [Addresses delivered by ten em-
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The International Labor Organization and United States domestic law.

CALHOUN, LEONARD J.

The International Labor Organization and United States domestic law.

49 p. © American Enterprise Association, inc.; 20Aug53; A107213.

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Mylo, a supplement for use when reducing.
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2 sheets. $9\frac{1}{2}$ x 4 cm.

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Application author: Barnet Perel.

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AFP 6-14-46

INTERNATIONAL LADIES' Garment Workers'
Union.

A way of life. DU20908. SEE
Wishengrad, Morton.

**INTERNATIONAL Ladies' Garment Workers'
Union.**

SEE

With These Hands. LP694.

MAR 13 1951

International ladies' garment workers' union. *Educational dept.*

... and the pursuit of happiness. New York [1947,

[32] p. illus. 21 x 27^{cm}.

1. Labor and laboring classes—Education.

LC5301.I 48

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47-20847

Brief cataloging

© 20Feb47; International ladies' garment workers' union,
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International Language Club.

see

Leinbach, Gladys M.

JAN - 3 1951

International language, no, but
unique language. SEE Somkuthy,
Joseph.

I 1284

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see

Gluck, Leo

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Nov - 8 1950

A5 5620

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Acclaimed. [Advertisement] (In
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1947, p. 13)

● International latex corp., Dover,
Del.; 6Feb47; A5 5620.

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of baby pants, by far. P777.
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According to independent surveys,
Playtex outsells all other brands
of baby pants, by far. Adv. from
Drug topics, July 14, 1952, p. 8.
Appl. author: Chas. Dallas Reach
Co. of New York, inc. © 14Jul52;
KK76741.

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According to independent surveys,
Playtex outsells all other brands
of baby pants by far. (Baby
needs) Adv. from Post exchange,
Oct. 1952, p. 9. Appl. author:
Chas. Dallas Reach Co., inc.
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rest to your heart's content.

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panties. (Infants' wear) Adv.
from N.A.R.D. journal, Aug. 6,
1951, p. 1155. Appl. author:
Chas. Dallas Reach Co. © 6Aug51;
KK71055.

APR - 1 1952

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All over America people are enthusias-
tic about the Playtex home hair
cutter. P998. Sheet. © 19Nov54;
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Greatest invention since the safety
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tex girdles) Clipping. © 1May49;
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**Announcing Playtex Dryper. Now, to
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comfort. [From Lakewood (N. J.)
daily times, Feb. 23, 1951, p. 3]
(Disposable diaper pads) Sheet.
© 23Feb51; KK58827.**

MAR 7 - 1951

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Announcing Playtex Dryper; sanitary
snowy-white diaper pads. [From
Lakewood daily times, Feb. 23, 1951,
p. 3] Sheet. © 23Feb51; KK59181.

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A5 6264

International latex corp., claimant.

Another full page in Life ... Playtex is the world's largest selling girdle... [Advertisement] (In Women's wear daily, New York, April 3, 1947, p. 5)

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Another Playtex star is born.

(Rubber shoulder pads and girdles)

Sheets. © 26Jan48; KK19851.

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Park. Presenting Playtex baby
pillow. P951. Presentation
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Another reason why more women buy

Playtex Girdles ... Poster.

© 25Jan51; KK58283.

FEB 16 1951

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Are you your heart's worst enemy?

Playtex Heart-Rest pillow. [Manipillow strobe; 3 illus.] (In

Life, Mar. 29, 1954, p. 105)

Appl. author: Foote, Cone & Belding. © 26Mar54; KK95269.

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Rest your heart with deep health-
ful sleep. Playtex heart-rest
pillow. Sheet. © 29Jan54;
KK93303.

Rest ... sleep.

INTERNATIONAL LATEX CORPORATION ©.

Ask about our Playtex Dryper service.

(Diapers) Card. © 9Aug51; KK64676.

1951

INTERNATIONAL LATEX CORPORATION ©.

Ask about our Playtex Dryper service.

(Streamer; diapers) Poster.

© 9Aug51; KK65103.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION. ©

Assembly instructions for your Play-
tex baby pillow display. P963.
Sheet. © 10ct54; KK100541.

Instructions ... display.

INTERNATIONAL LATEX CORPORATION. ©
Assembly instructions for your Play-
tex Living bra display. P949.
Sheet. © 9Sep54; KK100244.

Living bra display.

INTERNATIONAL LATEX CORPORATION. ©

Assembly instructions for your Play-
tex Living glove floor display.

P948. Sheet. © 7Sep54;

KK100245.

Living glove floor display.

INTERNATIONAL LATEX CORPORATION ©.

At regular prices they're a beautiful buy at white sale savings, don't pass them by. First quality Playtex pillows only \$5.95. Sheet. (5124) © 7Nov52; KK79593.

Playtex pillows.

INTERNATIONAL LATEX CORPORATION ©.

At regular prices, they're a
beautiful buy. At white sale
savings, don't pass them by.
First quality Playtex pillows.
Ad no. 5158. Sheet. © 29May53;
KK86822.

t. First quality playtex pillows.

INTERNATIONAL LATEX CORPORATION ©.

At store name, new hands for old
with new Playtex Glovelies. These
fabric-lined gloves protect the
beauty of your hands and manicures
while you work. Sheet. Bl41.

© 31Mar53; KK86528.

INTERNATIONAL LATEX CORPORATION ©.

**At the N.A.R.D. drug show visit
Playtex booth 43 for facts on ...
(Baby needs) Adv. from N. A. R. D.
Journal, Oct. 20, 1952, p. 1581.
Appl. author: Chas. Dallas Reach
Co. of New York, Inc. © 20Oct52;
KK79771.**

INTERNATIONAL LATEX CORPORATION ©.

August sale. Save \$6 a pair on Play-
tex pillows. Sheet. © 29Jun51;
KK63813.

AUG - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

Babies are super-naturals. How play-
tex helps you get your share of a
billion dollar baby needs business.

Adv. from Super market merchan-
dising, May 1952, p. 105. Appl.

author: Chas. Dallas Reach Co.

© 1May52; KK75360.

INTERNATIONAL LATEX CORPORATION ©.

Babies equal boom. 8 p., illus.

© 19May51; AA183912.

JUN 1 1 1951

INTERNATIONAL LATEX CORPORATION.

**Baby business can be high profit plus
high turnover business in super-
markets. P547. 1 v. illus.**

**© International Latex Corp.;
20Feb53; A84699.**

CG

INTERNATIONAL LATEX CORPORATION. ©

Baby business is now high profit,
plus high turnover business in
supermarkets. P893. Playtex
[baby needs] Presentation folder,
© 8Jul54; KK99189.

INTERNATIONAL LATEX CORPORATION ©.

Baby gifts for Easter giving. Playtex
Dryper. Sheet. © 9Aug51; KK65222.

SEP 20 1951

INTERNATIONAL LATEX CORPORATION ©.

Baby, have you got that tied feeling?
Playtex baby panties. Adv. from
Today's women, Jan. 1952, p. 9.
Appl. author: Chas. Dallas Reach
Co. © 1Jan52 (in notice: 1951);
KK70039.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

Baby, have you got that tied feeling?
Your baby is never bound, bothered
or bewildered in Playtex baby
panties. Adv. from Good housekeep-
ing, Feb. 1952, p. 7. Appl. author:
Charles Dallas Reach Co. © 1Feb52
(in notice: 1951); KK74144.

INTERNATIONAL LATEX CORPORATION ©.

Baby, is your world all wet? Playtex babies are happier babies, neater, sweeter and cleaner. Playtex Dry-per keeps your baby warm and dry ...

Adv. from Life, Oct. 13, 1952, p.

13. Appl. author; Chas. Dallas

Reach Co., of New York, inc.

© 100ct52; KK79772.

INTERNATIONAL LATEX CORPORATION ©.

Baby, it's a soft life. Only Playtex
panties, the s-t-r-e-t-c-h-y latex
panties, fit so gently ...

«Rabbit strobes» Adv. from the New
York times magazine, Feb. 1, 1953,
p. 2. Appl. author: Charles Dallas
Reach Co., inc., of New York.
© 1Feb53; KK85177.

INTERNATIONAL LATEX CORPORATION ©.

Baby, it's a soft life. So comfortable and protected, so neat and sweet in Playtex panties. Adv.

from Life, July 14, 1952, p. 7.

Appl. author: Chas. Dallas Reach
Co. of New York, inc. © 14Jul52;
KK76743.

INTERNATIONAL LATEX CORPORATION ©

Baby needs new things. Playtex. (Diapers, baby oil, etc.) Sheet.

© 9Aug51; KK65102.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.

Baby votes the dry ticket. For a
cool, dry summer, Playtex Dryper.
Adv. from Life, Aug. 4, 1952, p. 7.
Appl. author: Chas. Dallas Reach
Co. of New York, Inc. © 4Aug52;
KK76744.

INTERNATIONAL LATEX CORPORATION ©.

Baby, your profits are showing.

Summer time is money-making time
with Playtex. (Baby needs) Adv.
from Drug topics, May 5, 1952,
p. 62. Appl. author: Chas. Dallas
Reach Co. of New York, inc.

© 5May52; KK76745.

INTERNATIONAL LATEX CORPORATION ©.

Baby's never had it so soft ...

Playtex panties the s-t-r-e-t-c-h-y
waterproof latex panties that chal-
lenge comparison. From Parents
magazine, baby care manual, 1952,
p. 11. Appl. author: Charles
Dallas Reach Co., inc. of New York.
15Aug52; KK87632.

INTERNATIONAL LATEX CORPORATION ©

Back-to-campus should mean back to
your store. (Latex girdles) Sheet.

© 29 Jun 50; KK51230.

1950 - 2 1950

INTERNATIONAL LATEX CORPORATION ©.

Balmain Paris' designer emphasizes vertical line ... recommends new Playtex Fab-lined girdle. [From Life, Nov. 27, 1950, p. 49] Sheet.
© 24Nov50; KK56130.

DEC 13 1950

INTERNATIONAL LATEX CORPORATION ©.

Be athletic or be lazy ... in your
Playtex fab-lined panty girdle.
Sheet. © 23May52; KK74011.

INTERNATIONAL LATEX CORPORATION ©.

Be gay, be at ease, wear what you
please. Invisible Playtex Pink-Ice
gives you a look-twice figure.

5 columns regular size newspaper ...
(Girdles) Sheet. © 9May52; KK73383.

INTERNATIONAL LATEX CORPORATION ©.

Be gay, be at ease, wear what you
please. Invisible Playtex Pink-Ice
gives you a look-twice figure.

4 columns regular size newspaper ...
(Girdles) Sheet. © 9May52; KK73384.

INTERNATIONAL LATEX CORPORATION ©.

Be gay, be at ease, wear what you please. Invisible Playtex Pink-Ice gives you a look-twice figure. cWater-tube strobe; model in three summer outfits (Girdles) Adv. from True confessions, July 1952, p. 7. Appl. author: Foote, Cone and Belding. © 10June52; KK84463.

INTERNATIONAL LATEX CORPORATION ©.

Beat the high cost of haircuts. Send
'em back to school with the budget-
saving new Playtex hair cutter.
Sheet. © 24Oct52; KK80045.

INTERNATIONAL LATEX CORPORATION ©.

Beautiful Janice Rule, film star
and ballerina says: I am thrilled
to discover Playtex. It's always
so completely invisible under
everything I wear. (Girdles)
Poster. © 29Dec52; KK82297.

INTERNATIONAL LATEX CORPORATION ©.

Beauty magic for hands at work. Protect hands and manicures this new, easy way. New Playtex Glovelies. (Rubber gloves) Adv. from Binghamton press, Binghamton, N. Y., Feb. 4, 1953, p. 27. Appl. author: Chas. Dallas Reach Co. of New York, Inc. © 4Feb53; KK82661.

INTERNATIONAL LATEX CORPORATION ©.

Beauty magic for hands at work. Protect hands and manicures this new, easy way, with new Playtex Glove-lies. Fabric-lined protective gloves ... Sheet. B136.

© 13Mar53; KK83536.

INTERNATIONAL LATEX CORPORATION ©.

Beauty magic for hands at work. Protect hands and manicures this new, easy way, with new Playtex Glovelies. (Gloves) Sheet.

B138. © 6Apr53; KK84276.

INTERNATIONAL LATEX CORPORATION. ©

Before you create your wonderful new
clothes, let the new Playtex Magic
Controller create a slim new you.

Ad no. 6400. (Girdles) Sheet.

© 24Feb54; KK94235.

INTERNATIONAL LATEX CORPORATION ©.

Best change baby ever had. Playtex
Dryper helps prevent diaper rash
cand; guards baby's health and
comfort. Adv. from Commentary,
Mar. 1952, p. 2 of cover. Appl.
author: Chas. Dallas Reach Co.,
Inc. © 1Mar52; KK73403.

INTERNATIONAL LATEX CORPORATION ©.

Best change baby ever had! Playtex

Drypers. (Infants' wear, pants)

Adv. from Life, Nov. 19, 1951, p. 9.

Appl. author: Chas. Dallas Reach

Co., of New York, Inc. © 19Nov51;

KK70034.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION. ©

Best friend Mom ever had. Flushaway

Playtex Dryper. Ad no. B176.

Sheet. © 28May54; KK96996.

Dryper.

INTERNATIONAL LATEX CORPORATION. ©

Best friend mom ever had. Flushaway
Playtex Dryper. Simply shake out
the used Dryper pad and flush away
... Ad no. B181. Sheet.

© 4Jun54; KK97357.

Playtex Dryper.

INTERNATIONAL LATEX CORPORATION. ©

Best friend mom ever had. Flushaway
Playtex Dryper. When baby needs
changing, simply shake out the
used Dryper pad and flush away ...

Ad no. B182. Sheet. © 4Jun54;
KK97358.

INTERNATIONAL LATEX CORPORATION ©.

Best girdle news of the year!

Invisible Playtex fab-lined girdles
with new Adjust-All garters!

Sheet. © 10Jan52; KK70054.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

Best girdle news of the year!

Invisible Playtex fab-lined girdles
with new Adjust-All garters.

Famous for creating the girdles that
slim so completely. Sheet.

© 10Jan52; KK70057.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

Best girdle news of the year!

Invisible Playtex fab-lined girdles
with new Adjust-All garters! What
an amazing idea. Sheet. © 10Jan52;
KK70058.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

The best thing next to baby. Only

Playtex baby oil, powder, cream ...

Sheet. © 20Sep51; KK65919.

OCT - 9 1951

INTERNATIONAL LATEX CORPORATION.

The billion dollar soap and
detergent business creates a
multi-million dollar market for
hand protection. Appl. title:
Department store gloves presenta-
tion book P945 A. © International
Latex Corp.; 10Sep54; A154919.

INTERNATIONAL LATEX CORPORATION ©.

Bob Hope says give ... a gay new
Playtex Happy [baby] pants ward-
robe. P706. Streamer. © 29Oct53;
KK90768.

INTERNATIONAL LATEX CORPORATION ©.

A brief story by Playtex. How to be
slim, cool, comfortable all summer
long. (Girdles) Folder.

© 29May52; KK74496.

INTERNATIONAL LATEX CORPORATION ©.

Brings you an exciting new figure for
the holidays and every day. Invis-
ible White Magic, newest Playtex
Fab-lined girdle. Sheet. © 2Nov51;
KK72952.

INTERNATIONAL LATEX CORPORATION ©.

Build your volume with new money.

Playtex. (Pillows) Folder.

© 25May51; KK62255.

JUN 15 1951

INTERNATIONAL LATEX CORPORATION ©.

Buy them in pairs and double your
savings. First quality Playtex
pillows only \$5.95. Sheet.
(5126) © 7Nov52; KK79594.

Playtex pillows.

INTERNATIONAL LATEX CORPORATION ©.

Buy them in pairs and double your
savings. First quality Playtex
pillows. Ad no. 5155A. (Adver-
tising foam latex pillows) Sheet.
© 29May53; KK86821.

International latex corporation.

By express and by air Playtex living
girdles. [Advertisement] (In Women's
wear daily, New York, Jan. 16, 1947,
p. 14)

© International latex corp., Dover,
Del.; 16Jan47; A5 5424.

afp 28Mar47

INTERNATIONAL LATEX CORPORATION ©.

Caught with his pants up. Night
and day, all through the year,
only Playtex Dryper. cKitten
strobes (Pants and pads) Adv.
from Commentary, Mar. 1953,
p. 2 of cover. Appl. author:
Charles Dallas Reach Co., inc.,
of New York. © 4Mar53; KK85180.

INTERNATIONAL LATEX CORPORATION ©.

Cecil Chapman ... tells how to look
slimmer with new Playtex Fab-Lined
girdle. [From Look, Mar. 13, 1951,
p. 2] Sheet. (131-L8013)

© 27Feb51; KK59455.

APR 2 - 1951

INTERNATIONAL LATEX CORPORATION. ©

Checkable facts. Home hair care
beauty center, featuring Playtex
home hair cutter. P935. Display
poster. © 20Aug54; KK99781.

Playtex home hair cutter.

INTERNATIONAL LATEX CORPORATION. ©

Cheers for the new spring fashions.

Invisible Playtex girdles. [11

fashion designers] (In the New

York times magazine, Feb. 28,

1954, p. 2) Appl. author: Foote,

Cone & Belding. © 28Feb54;

KK95419.

INTERNATIONAL LATEX CORPORATION ©.

Cheers for the new spring fashions,
says Playtex. Cheers for the Play-
tex figure, say famous American
fashion designers. Invisible
Playtex girdles. Adv. from the
New York times magazine, Mar. 2,
1952, p. 2. Appl. author: Foote,
Cone and Belding. © 2Mar52;
KK71456.

INTERNATIONAL LATEX CORPORATION ©.

Cheers for the world's most popular
girdle. Playtex Fab-Lined. Sheet
from Life, Aug. 6, 1951, p. 7.

© 6Aug51; KK64832.

SEP - 6 1951

INTERNATIONAL LATEX CORPORATION ©.

Christmas catalogue. Playtex
customized pillows. No gift
compares with the gift of sleep.

This Christmas give Playtex
pillows. Suggested Christmas
layouts; Sheet. P615.

© 12Jun53; KK86446.

INTERNATIONAL LATEX CORPORATION ©.

Christmas Playtex interior suggestion.
(Pillows) Sheet.

1. Island display around column.

© 2Nov51; KK67550.

revised

1951

INTERNATIONAL LATEX CORPORATION ©.
Christmas Playtex interior suggestion.
(Pillows) Sheet.
2. Wall case display. © 2Nov51;
KK67551.

NOV 29 1951

INTERNATIONAL LATEX CORPORATION ©.

Christmas Playtex interior suggestion.

(Pillows) Sheet.

3. Table display. © 2Nov51;

KK67556.

NOV 29 1951

INTERNATIONAL LATEX CORPORATION ©.

Christmas starts with babies. Playtex

Dryper. (Diapers, baby oil, etc.)

Sheet. © 9Aug51; KK65101.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.

Comb yourself a haircut with this
amazing new invention, Playtex
hair cutter. 11 p. © 28Dec51;
KK69010.

JAN 3 1 1952

INTERNATIONAL LATEX CORPORATION ©.

Comb yourself a haircut with this
amazing new invention. Playtex
hair cutter. Folder. © 24Jan52;
KA70133.

INTERNATIONAL LATEX CORPORATION. ©

Come in, find out how you get this
69¢ make-up cape free of addition-
al cost. P934. Streamer. Appl.
title: Playtex haircutter.
© 20Aug54; KK99778.

Playtex haircutter.

INTERNATIONAL LATEX CORPORATION. ©

Come in today for a free figure
analysis, from famous Playtex
figure consultant. Ad no. G416.
(Girdles) Sheet. © 23Apr54;
KK95697.

INTERNATIONAL LATEX CORPORATION ©.

Come, meet Miss Beth Rocke, Playtex
figure consultant ... Discover
the secret of true figure makeup
with Playtex fabric lined girdles.
[Counter cards P479] Display pos-
ter. © 3Nov52; KK80991.

A5 5613

International latex corp.

Compare. [Advertisement] (in
Women's wear daily, New York, Feb. 6,
1947, p. 6)

© International latex corp., Dover,
Del.; 6Feb47; A5 5613.

31Mar47 rs

INTERNATIONAL LATEX CORPORATION. ©

Complete Playtex baby line has just arrived. Here is your headquarters for all Playtex [new] baby needs. P913. Streamer.

© 26Jul54; KK99158.

[New] baby needs.

INTERNATIONAL LATEX CORPORATION ©.

Complete product information on

Playtex baby needs. Sheet. P540.

© 20Feb53; KK83045.

INTERNATIONAL LATEX CORPORATION ©

Construction of soldier, hat, cuffs,
epaulets and shoes ... (Girdle
window suggestion sheet P463)
Sheet. © 14Nov52; KK79519.

INTERNATIONAL LATEX CORPORATION ©.

Control that calorie-middle ...

Playtex girdles. From the Victoria
advocate, Victoria, Texas, July 12,
1953, p. 2B. Appl. author: Foote,
Cone & Belding. © 12Jul53;
KK89000.

INTERNATIONAL LATEX CORPORATION ©.

Control that calorie-plumpness ...

Playtex girdles. From the Great

Bend daily tribune, Great Bend,

Kansas, July 11, 1953, p. 8. Appl.

author: Foote, Cone & Belding.

© 11Jul53; KK89001.

INTERNATIONAL LATEX CORPORATION ©.

Control that calorie-spread ... Play-
tex girdles. From the Daily ad-
vance, Elizabeth City, N. C., July
11, 1953, p. 2. Appl. author:
Foots, Cone & Belding. © 11Jul53;
KK89005.

INTERNATIONAL LATEX CORPORATION ©.

Control that calorie-tummy ... Play-
tex girdles. From the Lock Haven
express, Lock Haven, Pa., July 10,
1953, p. 11. Appl. author: Foote,
Cone & Belding. © 10Jul53;
KK89002.

INTERNATIONAL LATEX CORPORATION ©

Control those caloric-bulges ...

Playtex girdles. From the Boone
news-republican, Boone, Iowa,

July 11, 1953, p. 5. Appl. author:

Foots, Cone & Belding. © 11Jul53;

KK89003.

INTERNATIONAL LATEX CORPORATION ©.
Control those calorie curves with
the new Playtex Magic-Controller.
Sheet. G312 A. © 18Jun53;
KK87227.

INTERNATIONAL LATEX CORPORATION ©.

Control those calorie-derrière ...

Playtex girdles. From Daily eagle,

Claremont, N. H., July 10, 1953, p.

5. Appl. author: Foote, Cone &

Belding. © 10Jul53; KK89004.

INTERNATIONAL LATEX CORPORATION ©.

Control those calorie-inches ...

Playtex girdles. From Register-
pajaronian, Watsonville, Calif.,

July 11, 1953, p. 3. Appl. au-
thor: Foote, Cone & Belding.

© 11Jul53; KK89006.

INTERNATIONAL LATEX CORPORATION ©.

Cool, invisible Playtex Pink-Ice; the
only girdle in the world with 7
heavenly summer blessings.

Sheet. © 27 Apr 51; KK61994.

MAY 3 1 1951

INTERNATIONAL LATEX CORPORATION ©.

A couple of haircuts pays for the Play-
tex Home Hair Cutter. Poster.

© 8Mar52; KK72339.

INTERNATIONAL LATEX CORPORATION ©.

Crazy arithmetic is practiced by the store that tries to meet 12 months of retail overhead with only 9 months of retail promotions. (Pillows) Sheet. © 26May50; KK49868.

JUN 1 6 1950

INTERNATIONAL LATEX CORPORATION. ©

Custom-contoured to flatter, fit,
and feel as though made for you
alone. Playtex Living bra. P870.
[Hand tag] Label. © 11Jun54;
KK97764.

INTERNATIONAL LATEX CORPORATION ©.

Cut the high cost of haircuts.

Families may save up to \$100 a year with the sensational new Playtex home hair cutter. Sheet.

H693. © 13Mar53; KK83535.

INTERNATIONAL LATEX CORPORATION ©.

Dad has heard about it, dad has read
about it, dad wants it this Father's
Day. The revolutionary new Playtex
home hair cutter. Sheet. © 16May52;
KK73898.

INTERNATIONAL LATEX CORPORATION. ©

Daytime strains and tensions call
for sleep to your heart's content
at night. Playtex Heart-Rest
pillow. Ad no. 5197A. Sheet.
© 15Oct54; KK100801.

Pillow.

INTERNATIONAL LATEX CORPORATION. ©

Daytime strains and tensions call
for sleep to your heart's content
at night. Playtex Heart-Rest pil-
lows can offer the perfect sleep
for you. Ad no. 5197. Sheet.

© 29Jan54; KK93308.

Playtex Heart-Rest
pillow

INTERNATIONAL LATEX CORPORATION ©.

Dear Mother: Now that you have
purchased Platex Dryper pads
and panties ... (Baby needs)
Folder. © 24Jul53; KK88251.

INTERNATIONAL LATEX CORPORATION ©.

Deep sleep tonight helps you shine
tomorrow. We have the pillow
just right for you ... Playtex
pillows. Sheet. © 14Aug53;
KK88250.

INTERNATIONAL LATEX CORPORATION ©.

Diagramatic sketch of Playtex display window [no.] 8. Magic-Controller. (Girdles) P 562.

© 6Mar53; KK83275.

INTERNATIONAL LATEX CORPORATION ©.

Diagrammatic sketch of Playtex infants wear window no. 6. P660.

© 28Aug53; KK88584.

INTERNATIONAL LATEX CORPORATION ©.

Diagrammatic sketch of Playtex infants wear window no. 7. P661.

© 28Aug53; KK88583.

INTERNATIONAL LATEX CORPORATION. ©

Directions for applying dust covers.

The cover, the hanger and the
panty ... P814 A. Sheet.

© 4Mar54; KK95704.

INTERNATIONAL LATEX CORPORATION. ©

Directions for applying dust covers.

The dust cover is slipped over the
hanger ... P814. Sheet.

© 4Mar54; KK95703.

INTERNATIONAL LATEX CORPORATION. ©

Do you know why millions of women
have made Playtex the largest
selling girdle in the world?

P865. Folder. Appl. title:
Girdle insert for bra package.

© 8Jun54; KK97367.

INTERNATIONAL LATEX CORPORATION ©.

Do your pillows belong in ancient

Rome? Playtex foam pillows.

Folder. "P486." © 29Dec52;

KK81414.

INTERNATIONAL LATEX CORPORATION. ©

Doctors agree, the harder you work
each day the more rest your heart
needs at night. Sleep on a Play-
tex heart-rest pillow. Sheet.

© 29Jan54; KK93301.

INTERNATIONAL LATEX CORPORATION ©.

Dollars from heaven! Playtex Horoscope bibs. Sheet. © 3Jan49 (in notice: 1948); KK31317.

INTERNATIONAL LATEX CORPORATION ©.

**Don't be a square. Your bulges are
gone, real gone when you wear
Playtex Magic-Controller panty
brief. (Girdles) Sheet. G350.
© 1May53; KK85424.**

INTERNATIONAL LATEX CORPORATION ©.

Don't forget your date with Playtex.

Your next Playtex girdle ad ...

Card. © 10Oct52; KK78509.

INTERNATIONAL LATEX CORPORATION ©.

Don't go through another sleepless summer night -- get rid of your hot, old-fashioned pillow now. Playtex superfoam pillow. Adv. from New York times magazine, July 27, 1952, p. 2. Appl. author: Foote, Cone and Belding. © 27Jul52; KK76304.

INTERNATIONAL LATEX CORPORATION. ©

Don't let hot weather rob your baby
of cool comfort. Try creamy liq-
uid latex Milky Way baby pants.

Special price 49¢ each. P784.

Counter card. © 11Jun54;

KK97771.

Milky Way.

INTERNATIONAL LATEX CORPORATION ©.

Don't let old-fashioned pillows give
your dad sleepless nights. For
Father's Day, June - no gift com-
pares ... Playtex Superfoam
pillow. Adv. from New York times
magazine, June 1, 1952, p. 2. Appl.
author: Foote, Cone and Belding.
© 1Jun52; KK74466.

INTERNATIONAL LATEX CORPORATION ©.

Dream-designed Playtex pillows.

Folder. © 12Oct51; KK66859.

NOV - 6 1951

INTERNATIONAL LATEX CORPORATION. ©

During August white sale only. Lowest prices ever, for Playtex Heart-Rest pillows. P863. [Mail enclosure] Sheet. © 4Jun54; KK97369.

Pillows.

INTERNATIONAL LATEX CORPORATION ©

8 important reasons why no other pillow gives such healthful sleep!
(Latex pillow) Sheet. © 27Feb50;
KK48602.

MAY - 5 1950

INTERNATIONAL LATEX CORPORATION ©.

The enchanted silhouette starring
Anne Baxter and Janice Rule fea-
turing the fabulous Playtex fabric
lined girdle. No. G308. Sheet.
© 29Dec52; KK80676.

INTERNATIONAL LATEX CORPORATION ©

The enchanted silhouette starring
Anne Baxter and Janice Rule fea-
turing the fabulous Playtex fabric
lined girdle. No. G309. Sheet.

© 29Dec52; KK80678.

INTERNATIONAL LATEX CORPORATION ©

The enchanted silhouette starring
Anne Baxter and Janice Rule,
featuring the fabulous Playtex
fabric lined girdle. No. G310.
Sheet. © 29Dec52; KK80677.

INTERNATIONAL LATEX CORPORATION. ©

End your diaper problems with the
wonderful new Playtex Flushaway
Dryper. Ad no. B169. Sheet.

© 28May54; KK96998.

Dryper.

INTERNATIONAL LATEX CORPORATION ©.

Enjoy deep, cool sleep with allergy-free Playtex [rubber foam] pillows. Sheet from Life, Sept. 10, 1951, p. 45. © 7Sep51; KK65398.

SEP 25 1951

INTERNATIONAL LATEX CORPORATION ©.

Every day in the month Playtex ads
appear in national, mass-circulation
magazines ... Promotion plans for
April 1952. (Girdles, baby needs,
and pillows) Sheet. © 29Feb52;
KK71289.

INTERNATIONAL LATEX CORPORATION ©.

Every day in the month Playtex ads
appear in national, mass-circulation
magazines ... Promotion plans for
June 1952. (Hair cutters, girdles,
pillows, candy baby needs) Sheet.
© 16May52; KK73892.

INTERNATIONAL LATEX CORPORATION ©.

Every day in the month Playtex ads
appear in national, mass-circulation
magazines. Promotion plans for
March. (Product calendar of baby
needs, girdles, and pillows) Sheet.
© 21Feb52; KK70835.

MAR 24 1952

INTERNATIONAL LATEX CORPORATION. ©

Every dootor, every parent knows
this fact, young hearts too need
the right kind of rest. Playtex
heart-rest pillow. Sheet.

© 29Jan54; KK93302.

Young ... rest.

INTERNATIONAL LATEX CORPORATION ©.

Everybody plays Santa Claus to somebody. (Latex pillows) Sheet.

© 11Nov49; KH43026.

INTERNATIONAL LATEX CORPORATION ©.

Everybody's talking about no more
diaper drudgery! Playtex Dryper
pads and Playtex Dryper panty.

[From Daily news, New York, Oct.
16, 1950, p. 25] Sheet. © 16Oct50;
KK54798.

NOV 10 1950

INTERNATIONAL LATEX CORPORATION ©.

Everyone will love this revolutionary
new Playtex home hair cutter.

Sheet. © 24Oct52; KK80050.

INTERNATIONAL LATEX CORPORATION ©.

Everyone's heading back-to-school
with the new budget-saving Playtex
hair cutter. Sheet. © 24Oct52;
KK80043.

INTERNATIONAL LATEX CORPORATION ©.

Exciting sale. 3 first quality
models discontinued by Playtex.

Playtex girdles ... P676.

Streamer. © 25Sep53; KK89834.

INTERNATIONAL LATEX CORPORATION ©.

Exciting sale of Playtex girdles.

P678. Sheet. © 25Sep53; KK91900.

A5 5616

International latex corp.

Facts. [Advertisement] (In
Women's wear daily, New York, Feb. 6,
1947, p. 9)

© International latex corp., Dover,
Del.; 6Feb47; A5 5616.

31Mar47 rs

INTERNATIONAL LATEX CORPORATION ©
Famous designers of campus clothes
solve all your girdle problems ...
Playtex girdle. [From Seventeen,
Dec. 1950, p. 21] Sheet.
© 1Dec50; KK56321.

DEC 18 1950

INTERNATIONAL LATEX CORPORATION ©.
Fashion news for 1950 - the new,
slim, supple silhouette. (Latex
girdles) Sheet. © 10Jan50;
KK45229.

FEB 7 1950

INTERNATIONAL LATEX CORPORATION ©.

Fashion news ... Under newest clothes,
top designers recommend invisible
Playtex Pink-Ice. [From Life, Oct.
30, 1950, p. 7] (Girdle) Sheet.
© 27Oct50; KK55461.

NOV 27 1950

INTERNATIONAL LATEX CORPORATION ©.

Fashion right shoulders with Playtex

Superfoam shoulder pads. Sheet.

© 11Nov49; KK43024.

INTERNATIONAL LATEX CORPORATION ©.

Father never had it so good, haircuts,
that is. Give him the sensational
Playtex home hair cutter for
Father's Day, June 15. Sheet.
© 16May52; KK73895.

INTERNATIONAL LATEX CORPORATION ©.

Feel as free as this, look as slim as
this in all the clothes of fall.

Invisible Playtex fab-lined girdle
with new adjust-all garters. Sheet.

© 9May52; KK73390.

INTERNATIONAL LATEX CORPORATION. ©

Feel for yourself the luxury of latex ... Playtex Living fabric-lined latex gloves. P874A.

Appl. title: Glove supermarket display card. © 24Sep54; KK100339.

Glove supermarket display card.

INTERNATIONAL LATEX CORPORATION ©.

54 million women will see this powerful Playtex girdle advertisement ...
Sheet. © 16Apr51; KK61768.

MAY 24 1951

INTERNATIONAL LATEX CORPORATION ©.

Figure magio. New Playtex Magic Con-
troller. Mat no. G375. (Girdles)

© 28Aug53; KK88576.

INTERNATIONAL LATEX CORPORATION ©.

Figure magio. New Playtex Magic Con-
troller. Mat no. G377. (Girdles)

© 28Aug53; KK88578.

INTERNATIONAL LATEX CORPORATION ©.

First aid for sleepless dads.

Customized Playtex pillows.

Sheet. 5149. © 1May53;

KK85419.

INTERNATIONAL LATEX CORPORATION ©.

**First high-repeat item in great
baby-needs market. Brings mothers
back to your store ... Playtex
Dryper. (Pants and diaper pads)
Sheet from N.A.R.D. journal,
June 18, 1951, p. 879. © 18Jun51;
KK66952.**

NOV - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

**First high-repeat item in great
baby-needs market. A truly flush-
able diaper, Playtex Dryper pads
and panties. Sheet from N.A.R.D.
Journal, July 2, 1951, p. 1011.
© 2Jul51; KK66951.**

NOV - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

The first new kind of girdle in 11
years. Folder. (8PG7) © 18Aug50;
KK52815.

SEP 15 1950

INTERNATIONAL LATEX CORPORATION ©.

First new kind of girdle in 11 years.

Playtex Fab-Lined girdle. Sheet

from True story, May 1951, p. 3.

© 10Apr51; KK68019.

DEC 1 1 1951

INTERNATIONAL LATEX CORPORATION ©.

First! Playtex guarantees "No diaper
rash" with Playtex baby oil, powder
and cream. {From Parents' magazine,
July 1950, p. 91} Sheet. © 25 Jun 50;
KK54454.

NOV - 2 1950

INTERNATIONAL LATEX CORPORATION ©.

**First sale ever. All Playtex girdles
reduced. At their regular prices,
Playtex girdles are the largest-
selling girdles in the world.
Sheet. © 2Nov51; KK72945.**

INTERNATIONAL LATEX CORPORATION ©.

First sale ever. All Playtex girdles
reduced. Playtex girdles are the
world's largest-selling girdles
at their regular prices ... Sheet.
© 2Nov51; KK72946.

INTERNATIONAL LATEX CORPORATION ©.

First sale ever. Every Playtex girdle
reduced. Sheet. © 2Nov51; KK72944.

INTERNATIONAL LATEX CORPORATION ©.

1st time available, new profit opportunity for you. Playtex introduces the only baby lotion with chlorophyll. cMirror strobes Adv. from N.A.R.D. Journal, Mar. 16, 1953, p. 377. Appl. author: Charles Dallas Reach Co., inc., of New York. © 16Mar53; KK85182.

INTERNATIONAL LATEX CORPORATION ©

1st time available to America's
precious babies. Playtex lotion
with the extra protection of
chlorophyll. Adv. from Modern
romances, June 1953, p. 21.

Appl. author: Charles Dallas
Reach Co. © 8May53; KK85914.

INTERNATIONAL LATEX CORPORATION. ©

First time ever. Playtex Heart-Rest
pillows reduced for August white
sale. Ad no. 5212. Sheet,

© 5Jun54; KK97370.

August white sale.

INTERNATIONAL LATEX CORPORATION. ©

First time ever, a sale like this.

Irregulars in all 3 heights of
Playtex pillows. Ad no. 5208.

Sheet. © 16Apr54; KK95700.

INTERNATIONAL LATEX CORPORATION ©.

First time ever. Discontinued styles
of Playtex pillows. Sheet. Ad.
no. 5140. © 27Mar53; KK83913.

INTERNATIONAL LATEX CORPORATION ©.

Fits you all, small to tall! Playtex
girdles with their new adjust-all
garters. Label. © 9Jan52;
KK73269.

International latex corporation.

5 years ago Playtex living girdles
were sold to millions ... Now ...
[Advertisement] (In Women's wear
daily, New York, Jan. 23, 1947, p. 11)

© International latex corp., Dover,
Del.; 23Jan47; A5 5416.

afp 28Mar47

International latex corp.

Flash in the pan. [Adv.] (In
Women's wear daily, New York, Feb.
3, 1947, p. 4) © claimant, Dover,
Del.; 3Feb47; A5-5569.

International latex corporation.

Flash in the pan? Thus ran the
'silk-crowd' whisper about rayon.
[Advertisement] (In Women's wear
daily, New York, Jan. 30, 1947, p. 5)

⑩ International latex corp., Dover,
Del.; 30Jan47; A5 5425.

afp 28Mar47

INTERNATIONAL LATEX CORPORATION ©.

Fluff your old-fashioned pillow ...

Sleep healthier, sleep better on a
Playtex pillow. From the New York
times magazine, Oct. 4, 1953, p. 2.

Appl. author: Foote, Cone & Beld-
ing. © 4Oct53; KK90070.

INTERNATIONAL LATEX CORPORATION ©.

Follow these simple steps the Haag
Drug Chain took, and you too can
make your Playtex baby business pay
off. (Baby needs) Sheet.
© 11Jan52; KK73270.

INTERNATIONAL LATEX CORPORATION. ©

The following editorial support will
appear on Playtex Magic-Controller
and on Playtex Wonder White ...

P829. Sheet. Appl. title: List
of girdle magazine publicity.

© 9Apr54; KK95708.

List ... publicity.

INTERNATIONAL LATEX CORPORATION. ©

The following editorial support will appear on Playtex Magic-Controller and on Playtex Wonder White, during May and June. P829. (Girdles) Folder. © 7May54; KK96551.

INTERNATIONAL LATEX CORPORATION. ©

Fond grandmothers, doting uncles,
thoughtful aunts, that most wonderful baby in the world, wants a
new Playtex baby pillow. Ad no.
BP-1. Sheet. © 15Oct54;
KK100799.

Baby pillow.

INTERNATIONAL LATEX CORPORATION. ©

For a limited time only, 30-day free
trial ... Use the Playtex home
haircutter for 30 days. P750.

Counter card. © 7Jan54; KK93545.

Playtex ... days.

INTERNATIONAL LATEX CORPORATION ©.

For a Merry Christmas, no gift compares with the gift of sleep.

Playtex pillows. Folder. (P160)

© 20Oct50; KK55625.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©.

For all Mothers, give the most precious gift of all. Only Playtex gives Mother such a choice of pillows. Adv. from Life, May 5, 1952, p. 11. Appl. author: Foote, Cone and Belding. © 2May52; KK73551.

INTERNATIONAL LATEX CORPORATION ©.

For babies on the go; nationally
advertises Playtex, fastest grow-
ing line in exchange markets.

The newest best seller in the Play-
tex line is Playtex Dryper ...

Adv. from Post exchange, Nov. 1952,
p. 9. Appl. author: Chas. Dallas
Reach Co. of New York, inc.

© 1Nov52; KK79769.

INTERNATIONAL LATEX CORPORATION ©.

For baby week only; free modern Play-
tex baby gift. (Powder, oil and
cream for babies) Sheet.

© 24Mar50; KK48051.

APR 2 6 1950

INTERNATIONAL LATEX CORPORATION ©

For Christmas - no gift compares with
the gift of sleep. Playtex pillows.
Poster. (P 162) © 3Nov50;
KK55630.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©

For Christmas, no gift compares with
the gift of sleep. Playtex pillows.

Poster. (P 155) © 3Nov50;

KK55633.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©.

For Christmas, no gift compares with
the gift of sleep. Playtex pillows.
Sheet. (5030) © 2700t50; KK55626.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©.

For deep, healthful sleep, choose
the Playtex pillow that's just
right for you. Sheet. P602.

© 5Jun53; KK86442.

INTERNATIONAL LATEX CORPORATION ©.

For deep sleep from yawn to dawn.

Father will sleep like a baby
on his new Playtex customized
pillow. cMan pillow strobes

Adv. from the New York times
magazine, June 7, 1953, p. 2.

Appl. author: Foote, Cone &
Belding. © 7-Jun53; KK86588.

INTERNATIONAL LATEX CORPORATION ©.

For every bride, for every groom - only
Playtex has the pillow just right for
every type of sleeper. Adv. from the
Bride's magazine, Winter 1952, p. 25.
Appl. author: Foote, Cone & Belding.

©15Oct52; KK79621.

INTERNATIONAL LATEX CORPORATION ©.

For father's big day give him the money-saving, time-saving Playtex home hair cutter. Sheet. © 16May52;
KK73899.

INTERNATIONAL LATEX CORPORATION ©.

For Father's Day June 15th, no gift
compares with the gift of sleep.
There's a Playtex pillow just right
for Dad, and only the Playtex Rest-
Tester proves it for him right in
the store. Sheet. © 9May52;
KK73385.

INTERNATIONAL LATEX CORPORATION ©.

For Father's Day, June 15th ... Only
Playtex offers dad the pillow just
right for him. This week counter
card. © 3Jun52; KK74503.

INTERNATIONAL LATEX CORPORATION ©.

For Father's Day June 15th ... There's
a Playtex pillow just right for Dad,
and only the Playtex Rest-Tester
proves it for him right in the
store. Sheet. © 26May52; KK74015.

INTERNATIONAL LATEX CORPORATION ©.

For Father's Day, June 21st, Play-
tex pillows, customized for the
sleeping comfort he needs.

Streamer. P594. © 8May53;

KK85418.

INTERNATIONAL LATEX CORPORATION ©.

For Father's Day, let Dad choose the
gift of sleep, a Playtex pillow
customized for him. Sheet.

© 9May52; KK73382.

INTERNATIONAL LATEX CORPORATION ©.

For Father's Day let Dad choose the
gift of sleep, a Playtex pillow
customized for him! Sheet.

© 22May52; KK74016.

INTERNATIONAL LATEX CORPORATION ©.

For Father's Day, the perfect gift
for the heads of the family.

Amazing new Playtex home hair
cutter. Streamer. P589.

© 1May53; KK85417.

INTERNATIONAL LATEX CORPORATION (C)
For February traffic action. (Wo-
men's rubber girdles) Sheet. (C)
6Feb48; KK20069.

INTERNATIONAL LATEX CORPORATION ©.

For glamorous holidays and always,
treat yourself to an exciting new
figure. Invisible White Magic,
newest Playtex Fab-lined girdle.
Everybody's talking about the wonder
of White Magic ... Sheet.
© 2Nov51; KK72953.

INTERNATIONAL LATEX CORPORATION ©.

For glamorous holidays and always,
you'll look so slender, feel so
free. Invisible White Magic, newest
Playtex Fab-Lined girdle. Look at
you. Sheet. © 2Nov51; KK72951.

INTERNATIONAL LATEX CORPORATION. ©

For holidays and always, give yourself an exciting new figure. Invisible White Magic, newest Playtex fab-lined girdle. [Endorsed by] Nettie Rosenstein. (In Photoplay, Jan. 1952, p. 15) Appl. author: Foote, Cone & Belding.

© 10Dec51; KK102204.

INTERNATIONAL LATEX CORPORATION ©

For January traffic action it's Play-
tex again. (Women's rubber girdles)

Folder. © 2Jan48; KK19508.

INTERNATIONAL LATEX CORPORATION ©.

For most productive results from
your Little Barber unit, follow
these directions completely.

Playtex home hair cutter. P675.

Sticker. © 25Sep53; KK89831.

INTERNATIONAL LATEX CORPORATION ©.

For my first born, my first choice
is Dryper, says Patrice Munsel.

Only Flushaway Playtex Dryper
keeps baby comfortable ...

From the New York times magazine,
July 26, 1953, p. 2. Appl. author:
Chas. Dallas Reach Co., inc.

© 26Jul53; KK89588.

INTERNATIONAL LATEX CORPORATION ©.

For sound healthful sleep, for bright-eyed good mornings, Playtex Super-foam pillow. World's only pillow with the gold seal guarantee.

Label. © 29Feb52; KK71926.

INTERNATIONAL LATEX CORPORATION ©.

For sound, healthful sleep, for
bright-eyed good mornings, sell
Playtex, world's sleepingest pil-
low. Adv. from Post exchange,
June 1952, p. 3. Appl. author:
Foote, Cone & Belding. © 1Jun52;
KK80516.

International latex corporation.

For summer and vacation wear.

(Women's girdles) [New York, Printed
by Women's wear co.] cl947.

clipping.

Print.

© International latex corp., Dover,
Del.; 30Mar47; KK11901.

2

afp 30Apr47

INTERNATIONAL LATEX CORPORATION ©.

For the fortunate father who has
everything, give him a Playtex
pillow, customized for the sleep-
ing comfort he wants. Sheet.

5150. © 1May53; KK85420.

INTERNATIONAL LATEX CORPORATION ©.

For the 4th year in a row, Playtex
has beaten its figures. (Girdles)
Folder. © 2Nov51; KK67558.

NOV 29 1951

INTERNATIONAL LATEX CORPORATION ©.

For the holidays ahead, give yourself
an exciting new figure. White Magic,
Playtex Fab-Lined girdle. Sheet
from Life, Nov. 12, 1951, p. 5.
© 9Nov51; KK67966.

DEC 1 1 1951

INTERNATIONAL LATEX CORPORATION ©.

For the night after Christmas, and every night to come. There's no gift like the gift of sleep, no gift like customized Playtex pillows. From Good housekeeping, Dec. 1953, p. 141. Appl. author: Foote, Cone & Belding. © 25Nov53; KK91199.

INTERNATIONAL LATEX CORPORATION ©.

For the nights after Christmas. Play-
tex customized pillows, the price-
less personal gift of sleep. P691.
Sheet. © 22Oct53; KK90291.

INTERNATIONAL LATEX CORPORATION ©.

For the nights after Christmas ...

the priceless personal gift of
sleep. Playtex [pillows] P685.

Streamer. © 26Oct53; KK90669.

INTERNATIONAL LATEX CORPORATION ©.

'For the way they slim and trim under
1950's new narrow clothes Playtex
girdles win top fashion honors.'
Sheet. © 10Mar50; KK47569.

APR 1 2 1950

INTERNATIONAL LATEX CORPORATION ©

✓ For the way they slim and trim under
1950's new narrow clothes - ✓ Play-
tex girdles win top fashion honors. ✓
(Rubber girdles) Sheet.

© 17Mar50; KK47081.

APR 13 1950

INTERNATIONAL LATEX CORPORATION ©.

For the years ahead: Only the famous
Playtex pillow gives you restful,
healthful sleep like this.

[From Life, June 4, 1951, p. 73]
(Rubber foam pillow) Sheet.

© 1Jun51; KK62974.

JUL 18 1951

INTERNATIONAL LATEX CORPORATION ©.

For the years ahead: Only the famous
Playtex pillow gives you restful,
healthful sleep like this. [From
Look magazine, June 5, 1951]
(Rubber foam pillows) Sheet.
© 22May51; KK62559.

JUN 25 1951

INTERNATIONAL LATEX CORPORATION (2)

For the years ahead: Only the famous
Playtex pillow gives you restful,
healthful sleep like this. (Rubber
foam pillows) Sheet. © 18May51;
KK62154.

JUN - 1 1951

INTERNATIONAL LATEX CORPORATION ©.

**For value, for long wear, for looks
and luxury smart brides choose
Playtex. Only the Playtex rest-
tester proves which pillow is just
right for you. Adv. from the Bride's
magazine, Autumn, 1952, p. 25.**

Appl. author: Foote, Cone & Belding.

© 15Jul52; KK79876.

INTERNATIONAL LATEX CORPORATION ©.

For you, this precious gift of sleep.

Playtex Superfoam pillow. Label.

© 300ct51; KK67990.

DEC 1 1 1951

INTERNATIONAL LATEX CORPORATION. ©

For you, this precious gift of
sleep. P960. (Pillows) Label.

© 10ct54; KK100362.

INTERNATIONAL LATEX CORPORATION ©.

For your baby, take a tip from doctors' babies! [From Parents', Oct. 1950, p. 9] (Latex baby pants) Sheet. © 25Sep50; KK55884.

DEC 8 1950

INTERNATIONAL LATEX CORPORATION ©.

For your baby, take a tip from doctors' babies! More doctors' babies wear Playtex baby pants ... [From Parents', Sept. 1950, p. 7] Sheet.

© 25Aug50; KK55814.

DEC 6 1950

INTERNATIONAL LATEX CORPORATION. ©

For your baby's cool comfort. Milky

Way baby pants of creamy latex.

Special price 39¢ each. P883.

Counter card. © 11Jun54;

KK97773.

INTERNATIONAL LATEX CORPORATION ©.

For your slim back-to-campus clothes
wear invisible Playtex girdle.

Sheet. (G164) © 29 Jun 50; KK51231.

CC - 2 1950

INTERNATIONAL LATEX CORPORATION ©.

For your slim, narrower campus
fashions ... Playtex girdle. [From
Seventeen, Oct. 1950, p. 9] Sheet.

© 10oct50; KK53998.

OCT 1 1950

INTERNATIONAL LATEX CORPORATION ©.

For your slim, new back-to-campus
clothes ... Playtex invisible gir-
dles. [From Seventeen, Aug. 1950,
p. 23] Sheet. © 1Aug50; KK52259.

AUG 28 1950

INTERNATIONAL LATEX CORPORATION. ©

Foreground: Mass display of girdle
and bra self-servs. P936. Sheet.
Appl. title: Bra and girdle window
display. © 27Aug54; KK100241.

Bra and girdle window display.

INTERNATIONAL Latex Corp.

Forgotten town. B5-2275. SEE

Spanel, A. N.

INTERNATIONAL LATEX CORPORATION ©,

Four leading American designers
show why only a Playtex girdle
lets you look as slim as this,
and feel as free as this.

Trigere, Mangone, Sano, Derby
endorsements: Adv. from Good
housekeeping, Feb. 1953, p. 19.
Appl. author: Foote, Cone and
Belding. © 20Jan53; KK84494.

INTERNATIONAL LATEX CORPORATION ©.

4 out of 5 women in your trading area
are now reading ... (Latex girdles)
Sheet. © 1Nov49; KK42866.

INTERNATIONAL LATEX CORPORATION ©.

Free lovely Playtex baby gift. (Baby
accessories) Poster. © 16Sep49;

KK41049.

INTERNATIONAL LATEX CORPORATION. ©

Free offer. Flushaway Playtex Dry-
per ends diaper drudgery. P846A.
Streamer. © 21May54; KK96811.

INTERNATIONAL LATEX CORPORATION. ©

Free personal figure analysis from
famous Playtex figure consultant.

Miss Beth Rocke. P977. Sheet.

Appl. title: Counter card bra and
girdle figure consultant.

© 5Nov54; KK101514.

INTERNATIONAL LATEX CORPORATION ©.

Free Playtex baby gift to every cus-
tomer. Sheet. © 19May50; KK49916.

JUN 1 6 1950

INTERNATIONAL LATEX CORPORATION ©.

From its boneless non-roll top ...
there's not a girdle in the world
like the amazing Playtex Magic-
Controller. Sheet. G339A.
© 18Jun53; KK87223.

INTERNATIONAL LATEX CORPORATION ©.

From its boneless non-roll top,
to its hidden finger panels,
there's not a girdle in the world
like the amazing Playtex Magic-
Controller. Sheet. G339.

© 25Mar53; KK83527.

INTERNATIONAL LATEX CORPORATION.

From now on, every week counts.

You can still make 1953 your
best girdle year. © Inter-
national Latex Corp.; 18Jun53;
A97608.

INTERNATIONAL LATEX CORPORATION ©.

From Paris - from Hollywood - from
New York - internationally famous
designers agree Playtex Living
girdle gives you the slender,
supple figure of 1950. Sheet.

© 10Jan50 (in notice: 1949);
KK45230.

FEB 7 1950

INTERNATIONAL LATEX CORPORATION ©.

From poodle-cut to soft-cut; from
crew-cut to pompadour. Imagine,
smart-looking haircuts like these
for only 3 cents each with the amaz-
ing new Playtex home hair cutter.
Sheet. © 29Apr52; KK73085.

International latex corporation.

From the beginning we named some of America's great store names that you can check with now! [Advertisement] (In Women's wear daily, New York, Jan. 30, 1947, p. 8)

④ International latex corp., Dover, Del.; 30Jan47; A5 5427.

afp 28Mar47

INTERNATIONAL LATEX CORPORATION ©.

From you, the personal gift for Mother and Dad, for everyone you love.

Playtex pillows. Ad no. 5121. 2 columns regular size newspaper ...

Adv. © 31Oct52; KK79474.

INTERNATIONAL LATEX CORPORATION ©.

Gay new Playtex Happy baby's pants.

Ad no. B151. Sheet. © 14Aug53;

KK90764.

INTERNATIONAL LATEX CORPORATION ©.

Gay new Playtex Happy baby's pants.

Ad no. B155. Sheet. © 14Aug53;

KK90767.

INTERNATIONAL LATEX CORPORATION ©.

Give a practical present this Christmas. The amazing new Playtex home hair cutter. Sheet. © 24Oct52; KK80051.

INTERNATIONAL LATEX CORPORATION ©.

Give baby a Playtex Christmas. cCounter
card P423a (Infantswear) Dis-
play card. © 100ct52; KK78828.

INTERNATIONAL LATEX CORPORATION ©.

Give baby a Playtex Christmas. cSelf-

Serv card P4243 (Infantswear)

© 100ct52; KK78830.

INTERNATIONAL LATEX CORPORATION ©.

Give baby the pick of Santa's pack.

Night and day, all through the year
only Playtex Dryper ... Adv. from
Life, Dec. 1, 1952, p. 9. Appl.
author: Charles Dallas Reach Co.,
of New York, inc. © 28Nov52;
KK81390.

INTERNATIONAL LATEX CORPORATION ©.

**Give her a check for a hundred dollars
for Mother's Day! Or the Playtex
home hair cutter! Sheet. © 22Apr52;
KK73202.**

INTERNATIONAL LATEX CORPORATION ©.

Give him deep sleep from yawn to
dawn. Customized Playtex pillows,
designed to give your dad the
sound, healthful sleep he needs.
Sheet. 5151. © 1May53; KK85421.

INTERNATIONAL LATEX CORPORATION. ©

Give Playtex Heart-Rest pillows for
the precious gift of sleep. P971.

Streamer. Appl. title: Pillow

Heart-Rest Christmas streamer.

© 15 Oct 54; KK100795.

INTERNATIONAL LATEX CORPORATION ©.

Give Playtex Superfoam pillows.

Sheet. © 26Oct49; KK42395.

INTERNATIONAL LATEX CORPORATION ©.

Give that special baby on your gift
list a personal wardrobe of

Playtex panties. Adv. from

Parents' magazine, Dec. 1951, p. 7.

Appl. author: Chas. Dallas Reach Co.

© 1Dec51; KK70038.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

Give the dream-designed Playtex
pillow. Sheet. © 2Nov51;
KK67553.

NOV 29 1951

INTERNATIONAL LATEX CORPORATION ©.

Give the glamour-gift the youngest
set is wearing. Playtex Party-
Pants. Sheet. © 26Oct51; KK72916.

INTERNATIONAL LATEX CORPORATION ©.

Give this good-grooming gift to Dad on
father's big day. The revolutionary
new Playtex home hair cutter. Sheet.
© 16May52; KK73894.

INTERNATIONAL LATEX CORPORATION ©.

Give those you love the personal, precious gift of sleep. Give customized Playtex pillows. Ad no. 5118. 4 columns regular size newspaper ...
Adv. © 31oct52; KK79472.

INTERNATIONAL LATEX CORPORATION ©.

Give those you love the personal,
precious gift of sleep; give Play-
tex, the world's sleepingest pil-
low. [Young couple in Xmas wreath;
Santa Claus box] Adv. from Life,
Nov. 17, 1952, p. 25. Appl. au-
thor: Foote, Cone & Belding.

© 14Nov52; KK80961.

INTERNATIONAL LATEX CORPORATION ©.

Give yourself a slim new holiday
figure, with a invisible Playtex
girdle. Sheet. © 10Oct52;
KK78826.

INTERNATIONAL LATEX CORPORATION ©.

Give yourself the gift of glamour with
a Playtex Fab-Lined girdle. Mat no.
0299. Sheet. © 100ct52; KK78823.

INTERNATIONAL LATEX CORPORATION ©.

Give yourself the gift of glamour.

Playtex girdles. cSelf-Serv card

P4372 Display card. © 100ct52;

KK78829.

INTERNATIONAL LATEX CORPORATION ©.

Give yourself the gift of glamour
with a Playtex Fab-Lined girdle.
Mat no. G300. Sheet. © 10Oct52;
KK78824.

INTERNATIONAL LATEX CORPORATION ©.

A glamorous star and her glamorous baby. Your glamorous baby deserves Playtex baby needs during National Baby Week, and all year 'round.

Ida Lupino says: I've used Playtex for my baby from the start ...

Streamer. P558. © 20Mar53;

KK83488.

INTERNATIONAL LATEX CORPORATION. ©

Glorious hostess colors ... Playtex

Living Latex finish. P734. [10

colors] (Paint) Sheet.

© 30Nov53; KK93539.

INTERNATIONAL LATEX CORPORATION. ©

Go to your first class in first-class shape. Wear Playtex, the only girdle with latex to hug you slim ... [Endorsed by] Betse Cann [and 2 others] (In the New York times magazine, Aug. 15, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 15Aug54; KK99584.

INTERNATIONAL LATEX CORPORATION ©.

Grandpa will say, what'll they think
of next? Dad will exclaim, how did
you know I wanted it ... Playtex
home hair cutter. Sheet. © 16May52;
KK73901.

INTERNATIONAL LATEX CORPORATION ©.

Great figure news for back-to-schoolers. New Playtex fab-lined girdle. Adv. from Mademoiselle, Sept. 1951, p. 67. Appl. author: Foote, Cone and Belding. © 29Aug51; KK73561.

INTERNATIONAL LATEX CORPORATION ©

Great French designers can't afford
to gamble their reputations..and
don't! (Girdles) Sheet.

© 29Sep49; KK41581.

INTERNATIONAL LATEX CORPORATION ©.

Greatest advance in sleeping comfort
in 1,000 years! Playtex Superfoam
pillow. Label. © 23Aug48; KK31321.

INTERNATIONAL LATEX CORPORATION ©.

Greatest advance in sleeping comfort.

(Playtex pillows) Clipping.

© 10Jun49; KK37738.

INTERNATIONAL LATEX CORPORATION ©.

The greatest invention since the safety razor and the home permanent.

Here's a home hair cutter that really works. The perfect answer to the high cost of haircuts. The precision-made Playtex home hair cutter. Sheet. © 26Mar52; KK72941.

INTERNATIONAL LATEX CORPORATION ©.

The greatest invention since the safety razor and the home permanent.

It's revolutionary. See for yourself how much time and money you will save with the amazing Playtex home hair cutter. Sheet. © 26Mar52; KK72937.

INTERNATIONAL LATEX CORPORATION ©.

The greatest invention since the safety razor and the home permanent. Now, professional-looking haircuts at home for as little as 3¢ a haircut. Playtex home hair cutter. Sheet.

© 26Mar52; KK72962.

INTERNATIONAL LATEX CORPORATION ©.

The greatest invention since the
safety razor and the home permanent.
Playtex hair cutter. Sheet.

© 26Mar52; KK72954.

INTERNATIONAL LATEX CORPORATION ©.

The greatest repeat item in infants-
wear, Playtex Dryper. (Disposable
diaper pads) Sheet. © 3Apr51;
KK61766.

AUG 23 1951

INTERNATIONAL LATEX CORPORATION ©.

Guard your baby's health and comfort.

Playtex Dryper service. (Diapers)

Card. © 9Aug51; KK64675.

SEP 4 1951

INTERNATIONAL LATEX CORPORATION ©.

Guard your baby's health and comfort
with Playtex baby needs. Baby
pants, Drypers. Sheet. © 23 May 51;
KK62403.

JUN 22 1951

INTERNATIONAL LATEX CORPORATION ©.

Guard your baby's health and happiness. Only Playtex baby oil, powder, cream give you this guarantee. Sheet from Life, Sept. 17, 1951, p. 5. © 17Sep51; KK66946.

IV - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

Handsome-looking haircuts like these
for only 3 cents each. Now in use
in hundreds of thousands of homes,
Playtex hair cutter. Sheet.

© 29Apr52; KK73083.

INTERNATIONAL LATEX CORPORATION. ©

Happy babies wear Milky Way pants.

P889. Streamer. © 11Jun54;

KK97767.

INTERNATIONAL LATEX CORPORATION. ©

Happy days ahead for Mom and baby
too, with convenient, Flushaway
Playtex Dryper. Ad no. B175.
Sheet. © 28May54; KK96999.

Dryper.

INTERNATIONAL LATEX CORPORATION ©.

Happy, happy days ahead for baby,
protected with Playtex powder and
lotion ... Ad. no. MU8. (Baby
needs) Sheet. © 2Jan53; KK89429.

INTERNATIONAL LATEX CORPORATION. ©

The harder you work each day, the
more rest your heart needs at
night. Playtex Heart-Rest pillow.
Ad no. 5193. Sheet. © 29Jan54;
KK93305.

Playtex Heart-Rest pillow.

INTERNATIONAL LATEX CORPORATION. ©

The harder you work each day, the
more rest your heart needs at
night. Playtex Heart-Rest pillow.
Ad no. 5196. Sheet. © 29Jan54;
KK93307.

INTERNATIONAL LATEX CORPORATION.

Harsh detergents plus fall house-
keeping plus cold weather all
add up to big glove volume.

Appl. title: Drug store glove
presentation book P945. © Inter-
national Latex Corp.; 20Sep54;
A155182.

INTERNATIONAL LATEX CORPORATION. ©

Have you tried the Playtex Living
bra? Custom-contoured as if fash-
ioned for you alone. P927.
Streamer. © 19Aug54; KK99779.

Bra.

INTERNATIONAL LATEX CORPORATION. ©

Headquarters for baby gifts, featuring Playtex Happy pants. P964.

Window card. © 120ct54;

KK101520.

Happy pants.

INTERNATIONAL LATEX CORPORATION ©.
Headquarters for Playtex baby needs.
Sheet. © 19May50; KK49915.

JUN 1 6 1950

INTERNATIONAL LATEX CORPORATION ©.

Headquarters for Playtex baby oil,
powder, cream, Kooless baby pants
... (Baby needs) Sheet. (SP142)
© 23Jun50; KK51101.

JUL 18 1950

INTERNATIONAL LATEX CORPORATION ©.

Headquarters for Playtex Kooleez baby
needs. Sheet. © 19May50; KK49914.

JUN 1 6 1950

INTERNATIONAL LATEX CORPORATION.

[Heart rest pillow presentation
book, P799] © International
Latex Corp.; 4Mar54; A138291.

P

INTERNATIONAL LATEX CORPORATION. ©

Here is your complete retail mat
promotion, to introduce the new
Playtex Living bra. P870. Fold-
er. © 11Jun54; KK97945.

INTERNATIONAL LATEX CORPORATION ©.

Here's how Haag's of Indianapolis
increased their Playtex business
171°/°. (Baby needs) Pamphlet.
© 11Jan52; KK73271.

INTERNATIONAL LATEX CORPORATION ©.

Here's how Miss Cannon's shop for
children - Cambridge, Mass. increased
its Playtex business 137 o/o. Dynamic
Playtex windows like this ...
Folder. © 9May52; KK73742.

INTERNATIONAL LATEX CORPORATION ©.

Here's how to have a slim, lovely
figure, says Anne Taylor ...
Invisible Playtex girdles.

[From Seventeen, June 1951, p. 25]
Sheet. © 1Jun51; KK62558.

JUN 25 1951

INTERNATIONAL LATEX CORPORATION. ©

Here's how you can comb yourself a
haircut with your Playtex home
hair cutter. P956. Instruction
sheet. © 24Sep54; KK100354.

INTERNATIONAL LATEX CORPORATION.

Here's just a sample partial list
of America's leading stores
who tied-in with the sensational
Playtex Magic-controller girdle.
Folder. illus. © International
Latex Corp.; 18Jun53; A95898.

INTERNATIONAL LATEX CORPORATION ©.

Here's proof there's a Playtex pillow
customized for you. Sheet.

© 12Sep52; KK77958.

INTERNATIONAL LATEX CORPORATION. ©

Here's real traffic insurance for
your department. Playtex Heart-
Rest pillows available for your
August white sale. P881. Presen-
tation folder. © 4Jun54;
KK97371.

INTERNATIONAL LATEX CORPORATION ©.

Here's the first perfected home hair
cutter we've ever seen. The Playtex
hair cutter. Sheet. © 26Mar52;
KK72942.

INTERNATIONAL LATEX CORPORATION ©.

Here's the first perfected home hair
cutter we've ever seen. The Playtex
home hair cutter. Sheet. © 26Mar52;
KK72960.

INTERNATIONAL LATEX CORPORATION ©.

Here's the girdle that leading fashion designers praise for every season ... Playtex. [From Life, Aug. 7, 1950, p. 9] Sheet.

© 4Aug50; KK55368.

NOV 16 1950

INTERNATIONAL LATEX CORPORATION. ©

Here's the inside story on fabulous
Playtex girdles. The one and only
girdle with miracle latex ...

[Strobe against black background;
blonde strobe model] (In the New
York times magazine, Sept. 12,
1954, p. 2) Appl. author: Foote,
Cone & Belding. © 12Sep54;
KK100238.

INTERNATIONAL LATEX CORPORATION.

Here's the \$100 gift that costs only
\$2.95. Give the famous Playtex home
hair cutter. (Endorsed by James
McParland. From Cosmopolitan, Dec.
1953, p. 39. Appl. author: Foote,
Cone & Belding. © Precision Prod-
ucts Div., International Latex
Corp.; 25Nov53; KK91613.

INTERNATIONAL LATEX CORPORATION.

Here's the \$100 gift that costs only
\$2.95. Give the famous Playtex
home hair cutter. (Endorsed by
James McParland. (In Real, Dec.
1953, p. 3. Appl. author: Foote,
Cone & Belding. © Precision Pro-
ducts Div., International Latex
Corp., 15Nov53; KK92352.

INTERNATIONAL LATEX CORPORATION ©.

Here's the perfect answer to the
high cost of haircutting, the amaz-
ing Playtex home hair cutter.
Sheet. © 26Mar52; KK72955.

INTERNATIONAL LATEX CORPORATION ©.

Here's the Playtex hair cutter full
page Life Christmas ad. Folder
for department stores. © 16Oct53;
KK90037.

INTERNATIONAL LATEX CORPORATION ©.

Here's the Playtex hair cutter full
page Life Christmas ad. Folder for
drug stores. © 16Oct53; KK90038.

INTERNATIONAL LATEX CORPORATION ©.

Here's the wonderful gift for Father's
Day that you won't be able to resist
using yourself! The sensational
Playtex home hair cutter. Sheet.
© 16May52; KK73897.

INTERNATIONAL LATEX CORPORATION. ©

Here's the world's most popular new
girdle. Invisible White Magic,
newest Playtex fab-lined girdle.
[Endorsed by] Jean Dessès [and 2
others] (In the New York times
magazine, Jan. 6, 1952, p. 2)
Appl. author: Foote, Cone & Beld-
ing. © 6Jan52; KK97989.

Invisible ... girdle.

INTERNATIONAL LATEX CORPORATION. ©

Here's the world's most popular new
girdle. Invisible White Magic,
newest Playtex fab-lined girdle.
[Endorsed by] Nettie Rosenstein.
(In the New York times magazine,
Jan. 27, 1952, p. 2) Appl. au-
thor: Foote, Cone & Belding.

© 27Jan52; KK97993.

White Magic.

INTERNATIONAL LATEX CORPORATION.

**Here's what we said one year ago,
and it still goes! © on revisions;
International Latex Corp.; 20Mar53;
A97977.**

INTERNATIONAL LATEX CORPORATION ©.

Here's what you've been waiting for!

Now! Invisible Playtex fab-lined
girdles with new Adjust-All garters!

Folder. © 10Jan52; KK70050.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION. ©

Here's why you can sleep to your
heart's content on a Playtex
Heart-Rest pillow. P770. [Box
insert] Label. © 29Jan54;
KK93311.

Playtex ... pillow.

INTERNATIONAL LATEX CORPORATION ©.

Here's your baby, in the good old
summertime. Push Playtex Dryper.
(Baby panties) Adv. from Drug
topics newspaper, June 16, 1952,
p. 4. Appl. author: Chas. Dallas
Reach Co. © 16Jun52; KK76072.

INTERNATIONAL LATEX CORPORATION ©.

Hexachlorophene indicated for prevention of diaper rash. Playtex. (Baby needs) Adv. from Quarterly review of pediatrics, Feb. 1952. Appl. author: Chas. Dallas Reach Co. © 1Feb52; KK75361.

INTERNATIONAL LATEX CORPORATION ©.

Hexachlorophene, indicated for
prevention of diaper rash.

Playtex baby oil, Playtex baby
powder, Playtex baby cream.

Adv. from Quarterly review of
pediatrics, Nov. 1951. Appl.
author: Chas. Dallas Reach Co.

© 1Nov51; KK70036.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION. ©

Hip-hip-hooray, here's a new Playtex
girdle with non-roll top ...

P986. Appl. title: New girdle
stuffer. Label. © 12Nov54;
KK102275.

New girdle stuffer.

INTERNATIONAL LATEX CORPORATION ©.

A hit. Playtex home hair cutter.

Sold at Thorne's Pharmacy. Folder.
© 8May53; KK86531.

INTERNATIONAL LATEX CORPORATION ©.

H-m-m, let's see, king size for Aunt
Jane ... say, everybody wants a
Playtex pillow. Adv. from Life,
Dec. 8, 1952, p. 119. Appl. au-
thor: Foote, Cone & Belding.
© 5Dec52; KK80515.

INTERNATIONAL LATEX CORPORATION ©.

Holiday gift from you, to you. A
slim, new Playtex figure. In-
visible Playtex Fab-Lined girdle.
Mat no. G296. Sheet. © 10Oct52;
KK78819.

INTERNATIONAL LATEX CORPORATION ©.

Holiday gift from you, to you. A
slim, new Playtex figure. In-
visible Playtex Fab-Lined girdle.
Mat no. G297. Sheet. © 10Oct52;
KK78820.

INTERNATIONAL LATEX CORPORATION ©.

Holiday gift from you to you, a slim,
new Playtex figure. Invisible Play-
tex Fab-Lined girdle. Sheet.

© 100ct52; KK78822.

INTERNATIONAL LATEX CORPORATION ©.

Holiday Season. All the more reason
to wear a Playtex Fab-Lined girdle.
Sheet. © 100ct52; KK78821.

INTERNATIONAL LATEX CORPORATION ©.

Hollywood designers tell the secret
of slim, trim figures: invisible
Playtex pink-ice. (Latex girdles)
Sheet. © 3Apr50; KK49452.

MAY 31 1950

MAY 31 1950

INTERNATIONAL LATEX CORPORATION ©.

**Hollywood stars and famous designers
call Playtex the perfect girdle.
Because it streamlines your natural
figure. Invisible Playtex fabric
... Sheet. © 6Feb53; KK82272.**

Playtex the perfect girdle (P539)

INTERNATIONAL LATEX CORPORATION ©.

Hollywood stars and famous designers
call Playtex the perfect girdle.

Counter card. P539. © 17Feb53;
KK82923.

INTERNATIONAL LATEX CORPORATION ©.

Hollywood stars and famous designers
call Playtex the perfect girdle.
cZsa Zsa Gabor, Maxwell, Loper,
McCardell endorsement. Dancing
strobes Adv. from the New York
times magazine, Feb. 15, 1953,
p. 2. Appl. author: Foote, Cone
and Belding. © 15Feb53; KK84469.

INTERNATIONAL LATEX CORPORATION ©.

Hollywood stars and top designers agree. Only a Playtex girdle reveals your own true figure naturally slimmer, naturally comfortable. (Vera Ralston) Adv. from the New York times magazine, Mar. 15, 1953, p. 2. Appl. author: Foote, Cone, Belding. © 15Mar53; KK83243.

INTERNATIONAL LATEX CORPORATION ©.

Hollywood stars and top fashion designers agree only a Playtex panty brief slims you ... cEndorsed by:
René Jeanmaire, Claire McCardell,
Nelly de Grab and Harvey Berina
From New York times magazine,
May 24, 1953, p. 2. Appl. author:
Foote, Cone & Belding. © 24May53;
KK86975.

INTERNATIONAL LATEX CORPORATION ©.

How can you look as slim as this,
and feel as free as this? Playtex
Fab-Lined girdle. Folder.

© 2Jul52; KK75712.

INTERNATIONAL LAREX CORPORATION ©.

How rich is America? [Adv.] (In
The New York Times, Jan. 8, 1948,
p. 17) © 8Jan48; E5-3819.

Index?

INTERNATIONAL LATEX CORPORATION ©.

How Stern Brothers obtained over a
1000 % increase in dollar volume
on Playtex Dryper. P672. (Diaper-
ing garments) Pamphlet. © 20ct53;
KK89928.

INTERNATIONAL LATEX CORPORATION. ©

How to assemble Playtex self-serv
counter merchandiser no. 6.

P941. (Baby needs) Sheet.

© 18Aug54; KK100243.

INTERNATIONAL LATEX CORPORATION ©

How to control the inflation of your
figure. (Women's rubber girdles)

Sheet. © 20Mar48; KK21747.

INTERNATIONAL LATEX CORPORATION ©.

How to funnel the consumer demand
created by Playtex national
advertising. 1 v., illus.

© 9Aug51; AA192192.

SEP 21 1951

INTERNATIONAL LATEX CORPORATION ©.

**How to get cool, refreshing sleep
every night. Give "good night" new
meaning with the Playtex Superfoam
pillow. Sheet. © 18Jul49; KK38740.**

INTERNATIONAL LATEX CORPORATION ©.

**How to keep the head of the house
happy and handsome. Give dad the
neatest of all Father's Day gifts—
the amazing Playtex home hair
cutter. Sheet. © 16May52; KK73896.**

INTERNATIONAL LATEX CORPORATION ©.

How to set up the Playtex Air-Nurse
stork display. (Infant's utility
device) Sheet. © 27Dec48; KK31333.

INTERNATIONAL LATEX CORPORATION ©.

**How to set up Playtex Superfoam
pillow display. Card. © 29Feb52;
KK71290.**

INTERNATIONAL LATEX CORPORATION ©.

How to set up Playtex Superfoam pillow display. (Latex pillows)

Sheet. © 7Apr49; KK34990.

INTERNATIONAL LATEX CORPORATION ©.

How to set up your adapter bin for
the Playtex super-merchandiser.

P701. Sheet. © 4Nov53; KK91859.

INTERNATIONAL LATEX CORPORATION ©.

How to set up your PSS no. 5 unit to
include Happy pants. P723. (Baby
needs) Sheet. © 3Dec53; KK91903.

INTERNATIONAL LATEX CORPORATION ©.

How to set up your Playtex stork
display. P652. (Baby needs)
Sheet. © 2Sep53; KK89376.

INTERNATIONAL LATEX CORPORATION ©.

How to triple your Playtex volume
in 1951! [Red book] Dover,
Del., c1951. 1 v., illus.

© 19Jan51; AA175263.

MAR - 6 1951

INTERNATIONAL LATEX CORPORATION ©.

How to use Playtex Glovelles.

(Gloves) Card. © 23Jan53;

KK82072.

INTERNATIONAL LATEX CORPORATION. ©

How to use Playtex utility gloves.

P980. Insert sheet. © 5Nov54;

KK101515.

INTERNATIONAL LATEX CORPORATION ©.

How you can increase your infants-
wear volume by 300 o/o. [Blue
book] Dover, Del., c1951.

1 v., illus. © 26Jan51; AA175264.

MAR - 6 1951

INTERNATIONAL LATEX CORPORATION ©.

Hundreds of thousands now agree it's
the greatest invention since the
safety razor and home permanent.
Playtex home hair cutter. Sheet.
© 29Apr52; KK73081.

INTERNATIONAL LATEX CORPORATION. ©

Hundreds of thousands of women have
discovered Playtex Living gloves
for themselves. P749. Folder.

© 16Dec53; KK93544.

Playtex Living gloves.

INTERNATIONAL LATEX CORPORATION ©.

Hurry, hurry, hurry, this week only.

Free gift of Playtex baby oil, powder and cream. Sheet. B123A.

© 5Jun53; KK86444.

INTERNATIONAL LATEX CORPORATION.

**I believe this is a truly great
advance in natural figure control.**

**Dover, Del., International Latex
Corp., Girdle Division. 1 v.**

**illus. © International Latex Corp.;
14Feb53; A82079.**

INTERNATIONAL LATEX CORPORATION.

I haven't been to a barber in a year.

Playtex home hair cutter. cEn-
dorsed by: James Gilligan. From
Triple western, Jan. 1954, p. 3.
Appl. author: Foote, Cone & Beld-
ing. © Precision Products Div.,
International Latex Corp.; 1Nov53;
KK91614.

INTERNATIONAL LATEX CORPORATION ©.

I look so cute in Playtex Dress-
Eez, the gay waterproof panties
of soft plastic with a fresh,
crisp gingham-look. Poster.

© 2Jan53; KK82077.

Playtex Dress-Eez ...

INTERNATIONAL LATEX CORPORATION ©.

I use Playtex baby powder because
it's superfine, wonderfully
scented ... Poster. © 2Jan53;
KK82073.

Playtex baby powder ...

INTERNATIONAL LATEX CORPORATION ©.

I use Playtex chlorophyll baby
lotion, the only lotion with
chlorophyll. Poster. © 2Jan53;
KK82074.

Playtex chlorophyll ...

INTERNATIONAL LATEX CORPORATION ©.

I use Playtex Dryper, the Pad-in-
Panty diapering method that keeps
me comfortable and protected ...
Poster. © 2Jan53; KK82076.

INTERNATIONAL LATEX CORPORATION ©.

I use Playtex panties made of
creamy latex. Poster. © 2Jan53;
KK82075.

Playtex panties ...

INTERNATIONAL LATEX CORPORATION ©.

I wear Playtex panties. They're
waterproof, fit so gently, so
snugly. Never cut circulation.
Poster. © 2Jan53; KK82079.

Playtex panties ...

INTERNATIONAL LATEX CORPORATION ©.

If you could shape, smooth and firm
your silhouette with your own
hands, you'd be working the wonders
of the amazing new Playtex Magic-
Controller. (Girdles) Sheet.

G340. © 25Mar53; KK83528.

INTERNATIONAL LATEX CORPORATION ©.

If you love every hair on his head,
give dad the wonderful, new Playtex
home hair cutter. Sheet. © 16May52;
KK73902.

INTERNATIONAL LATEX CORPORATION ©.

If you love every hair on his head,
give dad the wonderful, new Playtex
home hair cutter. Sheet. © 16May52;
KK73903.

INTERNATIONAL LATEX CORPORATION ©.

If you love every hair on his head,
give dad the wonderful, new Playtex
home hair cutter. Sheet. © 16May52;
KK73904.

INTERNATIONAL LATEX CORPORATION ©.

If you sleep on your finger-tips
never mind trying the Playtex
pillow rest-tester. (Pillows)
Sheet. © 9Feb52; KK70637.

17 1952

INTERNATIONAL LATEX CORPORATION ©.

If you want to put your head to
sleep instead of your hand ...

(Pillows) Sheet. © 9Feb52;

KK70639.

MAR 17 1952

INTERNATIONAL LATEX CORP., Dover,
Del.

If you'd been waiting as long
as I have for a playtex panty
girdle, you'd say "terrific."
(Women's rubber girdles) Sheet.
© 26Aug47; KK16885.

INTERNATIONAL LATEX CORPORATION ©.

Imagine haircuts like these only 3 cents
each ... Playtex home hair cutter.

Folder. © 6Jun52; KK74288.

INTERNATIONAL LATEX CORPORATION. ©

Imagine, only \$4.95 for a first
quality Playtex Heart-Rest pillow.

Ad no. 5218. [15 1/2 x 10 3/4 in.
ad] Sheet. © 5Nov54; KK101813.

INTERNATIONAL LATEX CORPORATION. ©

Imagine, only \$4.95 for a first
quality Playtex Heart-Rest pillow.

Ad no. 5220. [16 3/4 x 6 1/2 in.
ad] Sheet. © 5Nov54; KK101815.

INTERNATIONAL LATEX CORPORATION. ©

Imagine, only \$4.95 for a first
quality Playtex Heart-Rest pillow.

It's possible only because it's

January. P990. Sheet. © 19Nov54;

KK102640.

INTERNATIONAL LATEX CORPORATION. ©

Imagine, only \$4.95 for a first-
quality Playtex Heart-Rest pillow.
These are premier quality Playtex
Heart Rest pillows ... P989. La-
bel. Appl. title: January white
sale mail enclosure. © 5Nov54;
KK101807.

January ... enclosure.

INTERNATIONAL LATEX CORPORATION ©.

Important instructions ... Playtex

Adjust-All garters are completely
new and different from any other
adjustable garter. Sheet.

© 11Feb52; KK71236.

INTERNATIONAL LATEX CORPORATION ©.

Important instructions, please read
carefully. Playtex adjustable gar-
ters are completely new and dif-
ferent from any other adjustable
garter. (Girdles) Sheet. P564.

© 23Apr53; KK84752.

INTERNATIONAL LATEX CORPORATION ©.

In a Playtex girdle you're as free
as this and as slim as this in
all your newest fashions. Sheet.

© 2Jul52; KK75714.

KK 10369

International latex corporation, claimant.

In a sea of checkable facts no store can afford the luxury of inaction that is born of "guess".

(Women's rubber girdles) [New York, Printed by Women's wear co.]c1947.

clipping.

Print.

(C) 13Feb47; author, Dover, Del;

KK 10369.

elg 3-5-47

INTERNATIONAL LATEX CORP.,

Dover, Del.

In shoulder pads it's Playtex.

© 14Nov47; KK18350.

INTERNATIONAL LATEX CORPORATION. ©

In the stepped-up tempo of early
spring, deep sleep is your heart's
best friend. The Playtex Heart-
Rest pillow. Sheet. © 29Jan54;
KK93304.

Deep ... friend.

INTERNATIONAL LATEX CORPORATION. ©

In the strain and stress of modern
living ... Now sleep to your
heart's content on the Playtex
Heart-Rest pillow. Mat no. 5198.
Sheet. © 29Jan54; KK93309.

INTERNATIONAL LATEX CORPORATION. ©

In variety chain stores throughout
the country, the no. 1 Playtex
best seller, Playtex Dress-Eez
baby pants. P978. [Mailing
piece] Sheet. © 26Oct54;
KK101518.

[Mailing piece]

INTERNATIONAL LATEX CORPORATION ©.

Infants products pay-off to stores.

[Kooleez] Dover, Del., Drug
Division, International Latex
Corp. 1 v., illus. © 29Dec49;
AA147883.

APR 26 1950

INTERNATIONAL LATEX CORPORATION ©.

Infants products pay-off to stores.

[Playtex] Dover, Del., cl949.

1 v., illus. © 29Dec49; AA147881.

APR 26 1950

INTERNATIONAL LATEX CORPORATION ©.

Insist on Playtex, world's only
pillow with the Gold Seal guarantee.

[From Life, May 7, 1951, p. 27]

(Rubber foam pillow) Sheet.

© 4 May 51; KK62026.

JUN 15 1951

INTERNATIONAL LATEX CORPORATION ©.

Insist on Playtex, world's sleeping-
est pillow. Sheet from Life, July
23, 1951, p. 41. © 20Jul51;
KK64150.

AUG 15 1951

INTERNATIONAL LATEX CORPORATION ©.

Instruction for effectively using all
material in your Playtex display
kit. (Baby needs) Sheet.

© 2Jan53; KK82273.

INTERNATIONAL LATEX CORPORATION ©.

Instructions assembly of metal floor
stand no. 4, P518, code 678. Play-
tex. (Baby needs) Sheet.

© 23Jan53; KK81966.

INTERNATIONAL LATEX CORPORATION ©.

Instructions for applying new shelf
strips. P718. (Baby needs) Sheet.

© 6Nov53; KK91860.

INTERNATIONAL LATEX CORPORATION ©.

Instructions for applying new strips
on the PSS no. 4 wire rack. P722.

(Baby needs) Sheet. © 3Dec53;

KK91904.

INTERNATIONAL LATEX CORPORATION ©.

Instructions for placement of
Playtex merchandise in metal
floor stand 4 (678) (Baby
needs) Sheet. © 8Jul53;
KK88034.

INTERNATIONAL LATEX CORPORATION. ©

Instructions for placement of Play-
tex merchandise in metal floor
stand no. 4 (678) P905. (Baby
needs) Sheet. © 28Jun54;
KK97937.

INTERNATIONAL LATEX CORPORATION ©.

Instructions for placement of Playtex
merchandise (including Happy Pants)
in metal floor stand 4 (678) P653.
(Baby needs) Sheet. © 21Aug53;
KK88599.

INTERNATIONAL LATEX CORPORATION. ©
Instructions for setting up Playtex
home hair cutter beauty center
display. P965. Sheet.
© 80ct54; KK100617.

INTERNATIONAL LATEX CORPORATION ©.

Instructions for setting up Playtex
Self-Serv floor stand. (Infants-
wear) Sheet. © 18Jan52; KK70640.

MAR 17 1952

INTERNATIONAL LATEX CORPORATION. ©

Instructions for setting up your
Playtex Living glove floor display. P968. Sheet. © 15Oct54;
KK100798.

INTERNATIONAL LATEX CORPORATION ©.

Introduced only a few months ago, now
in use in hundreds of thousands of
homes. The amazing Playtex home
hair cutter. Sheet. © 29Apr52;
KK73084.

INTERNATIONAL LATEX CORPORATION ©.

Introducing invisible Playtex fab-
lined girdles with exclusive new
Adjust-All garters. Adv. from
Life, Mar. 24, 1952, p. 13. Appl.
author; Foote, Cone and Belding.
© 21Mar52; KK72698.

INTERNATIONAL LATEX CORPORATION ©.

Introducing invisible White Magic,
newest Playtex fab-lined girdle.
Sheet from Life, Sept. 24, 1951,
p. 5. © 21sep51; KK66768.

OCT 31 1951

INTERNATIONAL LATEX CORPORATION ©.

Introducing more than a girdle. It's
a completely new idea in natural
figure control. New Playtex Magic-
Controller. cMail enclosure P5803
Folder. © 27Mar53; KK84751.

INTERNATIONAL LATEX CORPORATION ©.

**Introducing newest Playtex Magic-
Controller fabric lined panty
girdle with garters. Folder.
P625. © 18Jun53; KK87219.**

INTERNATIONAL LATEX CORPORATION ©.
Introducing newest Playtex Magic-
Controller. Panty girdle ...
Streamer. © 18Jun53; KK88190.

INTERNATIONAL LATEX CORPORATION ©.

Introducing newest Playtex Magic-

Controller panty girdle with

garters. Mat no. G354. © 18Jun53;

KK87226.

INTERNATIONAL LATEX CORPORATION ©.

**Introducing newest Playtex Magic-
Controller fabric lined panty
girdle with garters. Mat no.
G355. © 18Jun53; KK87222.**

INTERNATIONAL LATEX CORPORATION ©.

Introducing - Playtex Fab-lined gir-
dle. [From Life, Sept. 11, 1950,
p. 4-5] Sheet. © 8Sep50; KK53191.

OCT 2 - 1950

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra.

Custom-contoured as though made
for you alone. P866. Streamer.

© 8Jun54; KK97356.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra.

From the very first moment ...

P976. Sheet. Appl. title: Bra
and girdle broadside telegram.

© 270ct54; KK101519.

Bra ... telegram.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra.

From the very first moment, you'll
see and feel the dramatic difference.
Ad no. BR6. Sheet.

© 8Jun54; KK97360.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra.

Gives and lives with you, never
against you ... P868. Counter
card. © 8Jun54; KK97372.

Bra.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra.

Here's the inside story on fabulous Playtex girdles. P961.

Appl. title: Girdle and bra
broadside. © 24Sep54; KK100341.

Girdle and bra broadside.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra.

It's new, it's custom-contoured
to flatter, feel and fit ...

Ad no. BR10. Sheet. © 8Jun54;

KK97364.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra. See
it, you'll want it. Ad no. BR9.
Sheet. © 8Jun54; KK97363.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra. See
it, you'll want it. Ad no. BR11.
Sheet. © 9Jul54; KK98672.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra. The
new and different Playtex Living
bra is custom-contoured ... Ad
no. BR8. Sheet. © 8Jun54;
KK97362.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra. The
new and different Playtex Living
bra is custom-contoured ... Ad
no. BR12. Sheet. © 9Jul54;
KK98673.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra.

Now the designers who performed
such miracles ... Ad no. BR13.

Sheet. © 16Jul54; KK98671.

title made.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Living bra.

Whether you're teen, twenty or
more ... Ad no. BR5. Sheet.

© 8Jun54; KK97359.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Wonder White
panty brief. Here's the figure-
slimming sister ... Ad no. G406.
(Girdles) Sheet. © 24Feb54;
KK95722.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Wonder White
panty brief. Newest Playtex
Magic-Controller. P789. (Girdles)
Streamer. © 24Feb54; KK95234.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Wonder White
panty brief. Newest Playtex
Magic-Controller [girdle] P789.
Streamer. © 24Feb54; KK95234.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Playtex Wonder White
panty brief. This calorie-curve
control panty ... Ad no. Q407.
(Girdles) Sheet. © 24Feb54;
KK95725.

INTERNATIONAL LATEX CORPORATION ©.

**Introducing the panty brief that
does more than most girdles.**

**New Playtex Magic-Controller
panty brief. Sheet. G351.**

© 1May53; KK85425.

INTERNATIONAL LATEX CORPORATION ©.

Introducing the panty brief that
does more than most girdles.

New Playtex Magic-Controller
panty brief. Sheet. G346.

© 1May53; KK85426.

INTERNATIONAL LATEX CORPORATION. ©
Introducing Wonder White, newest
Playtex Magic-Controller. P635.
[Stuffer] (Girdles) Sheet.
© 24Feb54; KK95227.

Wonder White.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Wonder White, newest
Playtex Magic-Controller. \$7.95
with 4 reinforced adjustable gar-
ters (as shown) Ad no. G365.
(Girdles) Sheet. © 24Feb54;
KK95720.

INTERNATIONAL LATEX CORPORATION. ©

Introducing Wonder White, newest
Playtex Magic-Controller. \$7.95
with 4 reinforced adjustable gar-
ters (illustrated) Ad no. G368.
(Girdles) Sheet. © 24Feb54;
KK95714.

Magic-Controller.

INTERNATIONAL LATEX CORPORATION. ©

The introduction was a sell-out ...

New Playtex Living bra. Invisible

Playtex girdles. Ad no. BRG18.

Sheet. Appl. title: Combination

bra and girdle mat ad. © 24Sep54;

KK100358.

INTERNATIONAL LATEX CORPORATION. ©
Inventory sheet for Playtex. P962.
(Brassieres & girdles)
© 24Sep54; KK100343.

INTERNATIONAL LATEX CORPORATION. ©

Invisible Playtex girdle is the wonderful way to a beautiful figure.

[Jeanmarie; dancing strobe] (In the New York times magazine, Apr. 11, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 11Apr54; KK96930.

INTERNATIONAL LATEX CORPORATION ©.

Invisible Playtex living girdle gives
more figure control with greater
freedom of action. [From Look, Mar.
13, 1951, p. 2] Sheet. © 27Feb51;
KK59453.

APR 2 - 1951

INTERNATIONAL LATEX CORPORATION ©

Invisible Playtex living girdle gives
you a new slender figure. Sheet.

© 27Aug49; KK41580.

INTERNATIONAL LATEX CORPORATION ©.

Invisible Playtex living girdle gives
you the slim figure for Paris-in-
spired fashions. Sheet. © 29Sep49;
KK41578.

INTERNATIONAL LATEX CORPORATION ©.

Invisible Playtex panty brief from
\$3.50 up. As editorially featured
in Glamour. (Girdles) Sheet.

© 9May52; KK73392.

INTERNATIONAL LATEX CORPORATION ©

Invisible Playtex panty girdle slims
summer figures - puts you in shape
for fall. Sheet. © 8Aug49;
KK39287.

INTERNATIONAL LATEX CORPORATION ©.

Invisible Playtex panty brief from

\$3.50 up. (Girdles) Sheet.

© 9May52; KK73393.

INTERNATIONAL LATEX CORPORATION ©.
Invisible Playtex Pink-Ice girdle.
Ad no. G234. Sheet. © 2Nov51;
KK67555.

NOV 29 1951

INTERNATIONAL LATEX CORPORATION ©.
Invisible Playtex Pink-Ice girdle.
Ad no. G235. Sheet. © 2Nov51;
KK67554.

NOV 29 1951

INTERNATIONAL LATEX CORPORATION ©.

Invisible White Magic. New fashion
magic for your figure. Playtex Fab-
Lined girdle. (Mail enclosure)
Folder. © 12Jul51; KK65107.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.
Invisible White Magic. Newest Playtex
Feb-Lined girdle. (Post cards)
Card. © 12Jul51; KK65100.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.
Invisible White Magic. Playtex
newest Fab-Lined girdle. Poster.
© 12Jul51; KK65220.

SEP 20 1951

INTERNATIONAL LATEX CORPORATION ©.

Invitation. Playtex invites you to the
premiere of the first new kind of
girdle in eleven years. [Envelope
with card] Folder. © 22Aug50;
KK52659.

SEP 12 1950

INTERNATIONAL LATEX CORPORATION ©.

Is the wrong pillow robbing you of
a good night's sleep? Now choose
the pillow that's just right for
you from our wonderful customized
Playtex pillows. Sheet. P557.

© 20Mar53; KK84274.

INTERNATIONAL LATEX CORPORATION ©.

Is the wrong pillow robbing you of
a good night's sleep? Playtex
Superfoam pillows. Folder.

© 7Mar52; KK71292.

INTERNATIONAL LATEX CORPORATION ©.

Is the wrong pillow robbing you of
a good night's sleep? Playtex
Superfoam pillow. Adv. from the
New York times magazine, Apr. 13,
1952, p. 2. Appl. author: Foote,
Cone and Belding. © 13Apr52;
KK72607.

INTERNATIONAL LATEX CORPORATION ©.

Is there a baby in the house?

Playtex party-pants. Adv. from

Today's woman, Dec. 1951, p. 17.

Appl. author: Chas. Dallas Reach

Co. © 1Dec51; KK70037.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

Is your baby a busybody? Here's why
your baby enjoys wonderful freedom,
comfort and protection in
Playtex baby panties. Adv. from
True story, Feb. 10, 1952, p. 13.
Appl. author: Chas. Dallas Reach
Co. © 10Feb52; KK77632.

INTERNATIONAL LATEX CORPORATION. ©

It happens every summer. Playtex
Dryper becomes a necessity. P854.
Folder. © 14May54; KK96809.

INTERNATIONAL LATEX CORPORATION ©.

It is a checkable fact that ...

Playtex pulls the traffic ...

(Girdles) Sheet. © 18Nov49;

KK44276.

INTERNATIONAL LATEX CORPORATION ©.

It looks like a panty brief, it
feels like a panty brief, but
it holds you, controls you,
slims and supports you as no
panty brief ever before. Amazing
new Playtex Magic-Controller
panty brief. (Girdles) Sheet.
G349. © 1May53; KK85423.

INTERNATIONAL LATEX CORPORATION ©.

It takes a Playtex girdle to let you
look as slim as this and feel as
free as this. 5 columns regular size
newspaper ... Sheet. © 9May52;
KK73386.

INTERNATIONAL LATEX CORPORATION ©.

It takes a Playtex girdle to let you
look as slim as this and feel as
free as this. 3 columns regular size
newspaper ... Sheet. © 9May52;
KK73387.

INTERNATIONAL LATEX CORPORATION ©.

Italy's great designers. Playtex Fab-
lined girdle. Sheet from Life.

Aug. 27, 1951, p. 55. © 24Aug51;

KK65062.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.

It's a gift. Open before Christmas.

Playtex pillow. P692. Pamphlet.

© 20ct53; KK89836.

INTERNATIONAL LATEX CORPORATION ©.

It's a terrific money-saver, say
hundreds of thousands of men. It's
wonderful for styling ... the Play-
tex home hair cutter. Sheet.

© 29Apr52; KK73080.

INTERNATIONAL LATEX CORPORATION ©.

It's another Playtex first! (Girdles)

Card. © 10Jan52; KK70059.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

It's another Playtex first!

Introducing a new adjustable garter
that's as revolutionary as the
girdle itself. Now! Invisible Playtex
fab-lined girdles with new Adjust-All
garters. Sheet. © 10Jan52; KK70056.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION. ©

It's easy to figure ... Playtex
fabric lined girdles with 4 dura-
bly reinforced adjustable garters.

P581. [Broadside mailing piece]

Sheet. © 24Mar54; KK95233.

INTERNATIONAL LATEX CORPORATION ©.

It's easy to keep baby healthy, happy
and comfortable ... Playtex Dryper
pads and panties. Sheet. © 9Aug51;
KK64674.

SEP 4

1951

INTERNATIONAL LATEX CORPORATION. ©

It's here. Introducing Wonder

White, newest Playtex Magic-Con-
troller. P634. (Girdles)

Streamer. © 24Feb54; KK95231.

INTERNATIONAL LATEX CORPORATION. ©

It's here, magic control for calorie
curves, it's wonderful. It's Won-
der White, newest Playtex Magic-
Controller. P636. (Girdles)
Counter card. © 24Feb54;
KK95706.

INTERNATIONAL LATEX CORPORATION. ©
It's here, new Playtex baby pillow.
P953. Streamer. © 10ct54;
KK100361.

Baby pillow.

INTERNATIONAL LATEX CORPORATION ©.

It's here, newest Playtex Magic-
Controller fabric lined panty
girdle with garters. Mat No.
G356. © 18Jun53; KK87221.

INTERNATIONAL LATEX CORPORATION ©.

It's here, newest Playtex Magic-
Controller fabric lined panty
girdle with garters. Mat no.
G357. © 18Jun53; KK87220.

INTERNATIONAL LATEX CORPORATION.

It's here. Newest Playtex Magic-
Controller panty girdle with
garters. Mat no. G352. © 18Jun53;
KK87224.

INTERNATIONAL LATEX CORPORATION ©.

It's here. Newest Paytex Magic-
Controller panty girdle with
garters. Mat no. G353. © 18 Jun 53;
KK87225.

INTERNATIONAL LATEX CORPORATION ©.

It's here now for Christmas, the
sensational new Playtex home hair
cutter. Streamer. (P440)

© 7Nov52; KK79187.

INTERNATIONAL LATEX CORPORATION ©.

It's here! The revolutionary new Play-
tex Dryper pad with its own amazing
waterproof Dryper panty. Poster.

© 15May50; KK50750.

JUL 14 1950

INTERNATIONAL LATEX CORPORATION ©.

It's June in January with this special Playtex swim cap deal. Ask your Playtex salesman about the special credit terms ... Adv. from Drug topics, Dec. 1, 1952, p. 10. Appl. author: Charles Dallas Reach Co., of New York, inc.

© 1Dec52; KK81392.

INTERNATIONAL LATEX CORPORATION ©.

It's like getting \$100 for Christmas;
the sensational new Playtex home
hair cutter. Sheet. © 24Oct52;
KK80040.

INTERNATIONAL LATEX CORPORATION ©.

It's like giving dad a hundred dollar
bill on Father's Day, June 15, when
you give him the amazing Playtex
home hair cutter. Sheet. © 16May52;
KK73900.

INTERNATIONAL LATEX CORPORATION ©.

It's like putting money in the bank,
cutting your hair at home with the
amazing Playtex hair cutter. Sheet.

© 26Mar52; KK72957.

INTERNATIONAL LATEX CORPORATION. ©

It's new, sensational, you can paint
like an expert the first time.

Playtex Living Latex finish.

P737. Streamer. © 30Nov53;

KK93541.

Playtex ... finish.

INTERNATIONAL LATEX CORPORATION. ©

It's new, sensational, you can paint
like an expert the first time.

Playtex Living Latex finish.

P738. Poster. © 30Nov53;

KK94200.

titles made.

INTERNATIONAL LATEX CORPORATION ©.

It's really foolproof. It really works. It cuts, trims and tapers your hair, all at one time. The revolutionary Playtex home hair cutter. Sheet. © 26Mar52; KK72940.

INTERNATIONAL LATEX CORPORATION ©.

It's so simple to do more business
when you sell what people want
most. Playtex baby needs. P610.
Pamphlet. © 29May53; KK86246.

INTERNATIONAL LATEX CORPORATION. ©
It's Wonder White, newest Playtex
Magic-Controller. P638. [Self-
serv] (Girdles) Card.
© 24Feb54; KK95705.

INTERNATIONAL LATEX CORPORATION ©.

Jean Dessès tells American women how
to make new fashions more flatter-
ing ... Playtex Fab-lined girdle.

[From Life, Dec. 18, 1950, p. 5]
Sheet. © 15Dec50; KK56922.

JAN 22 1951

INTERNATIONAL LATEX CORPORATION ©.

Just arrived, the panty brief that
does more than most girdles.

New Playtex Magic Controller.

P599. Streamer. © 1May53;

KK86241.

INTERNATIONAL LATEX CORPORATION ©.

**Just look at her baby. Ida Lupino
and her daughter, Bridget. Play-
tex babies are happier babies,
neater, sweeter and cleaner.
(Panties) Adv. from the New York
times magazine, Mar. 29, 1953,
p. 2. Appl. author: Charles
Dallas Reach Co., Inc., of New
York. © 29Mar53; KK85178.**

INTERNATIONAL LATEX CORPORATION ©.

Just the baby to beat your figures!

Playtex Drypers. (Infants' wear)

Adv. from ICTBA, 1952, p. 44.

Appl. author: Chas. Dallas Research
Co., inc. © 1Jan52; KK73523.

INTERNATIONAL LATEX CORPORATION ©.

Just the little babies to help you
make the new year a bigger year.
Make your store baby headquarters
with profit-tested Playtex baby
needs. (Infants' wear) Adv. from
N.A.R.D. journal, Dec. 3, 1951,
p. 1907. Appl. author: Chas.
Dallas Reach Co. © 3Dec51; KK71057.

APR - 1 1952

INTERNATIONAL LATEX CORPORATION ©.

Keep your baby cool, calm and protected. Only Playtex brings your baby this summer-time comfort and happiness. (Baby needs) Adv. from Life, June 16, 1952, p. 77. Appl. author: Chas. Dallas Reach Co. of New York. © 16Jun52; KK76742.

INTERNATIONAL LATEX CORPORATION ©

Keep your baby free from irritations.

(Infantswear) Sheets.

(D2010) © 23May50; KK50582.

(B36) © 17May50; KK50583.

INTERNATIONAL LATEX CORPORATION ©.

Keep your baby Socially Acceptable.

Playtex cover all bib. [Trans-
parent package] Label.

© 24Feb53; KK84866.

INTERNATIONAL LATEX CORPORATION. ©

Keep your baby socially acceptable
with Playtex baby pants. This
baby-in-motion picture shows how
Playtex panties ... (In Life,
Mar. 15, 1954, p. 11) Appl.
author: Reach, Yates & Mattoon,
inc. © 15Mar54; KK96011.

Revised

INTERNATIONAL LATEX CORPORATION. ©

Keep your baby socially acceptable
in Playtex baby pants. See how
baby-in-motion picture proves that
Playtex pants ... (In Life, May
10, 1954, p. 9) Appl. author:
Reach, Yates & Mattoon, inc.

© 10May54; KK96454.

Revised

INTERNATIONAL LATEX CORPORATION. ©

Keep your baby socially acceptable
in Playtex baby pants. (In Life,
June 7, 1954, p. 69) Appl. au-
thor: Reach, Yates & Mattoon, Inc.

© 7Jun54; KK97196.

INTERNATIONAL LATEX CORPORATION ©.

Keep your baby "socially acceptable"
with Playtex Snap-on baby pants.

Sheet. © 3Jan49 (in notice: 1948);

KK31316.

INTERNATIONAL LATEX CORPORATION ©.

Keep your baby "socially acceptable"
with Playtex pants. Sheet.

© 10Sep49; KK40523.

INTERNATIONAL LATEX CORPORATION. ©

Keep your new hair-do styled your-
self at home, and still have the
professional hairdresser's look.
Playtex home hair cutter. P944.
[Stuffer] Label. © 3Sep54;
KK100247.

Hair cutter.

INTERNATIONAL LATEX CORPORATION ©.

Kooleez baby cream. Label.

© 5Apr48; KK22098.

INTERNATIONAL LATEX CORPORATION ©
Koolsee baby oil. Label. © 5Apr48;
KK22097.

INTERNATIONAL LATEX CORPORATION ©.

Kooleez baby powder. Label. ©

5Apr48; KK22099.

INTERNATIONAL LATEX CORPORATION ©

Kooles. . . . beach and shower cap.

Label. © 5Apr48; KK23037.

INTERNATIONAL LATEX CORPORATION ©.

Koolerz sheet. (Crib sheets)

Label. © 5Apr48; KK21745.

INTERNATIONAL LATEX CORPORATION ©
Koolesz, the latex water-tite swim
cap. Label. © 5Apr48; KK21746.

INTERNATIONAL LATEX CORPORATION (1)

The ladder of success. Card.

© 9Sept49; AAL9303.

MAY 15 1950

International latex corporation.

Last week we named some of America's great store names that you can check with now! [Advertisement] (In Women's wear daily, New York, Jan. 23, 1947, p. 6)

© International latex corp., Dover, Del.; 23Jan47; A5 5413.

afp 28Mar47

International latex corporation.

Last week's names. [Advertisement]
(In Women's wear daily, New York,
Jan. 23, 1947, p. 7)

© International latex corp., Dover,
Del.; 23Jan47; A5 5414.

afp 28Mar47

INTERNATIONAL LATEX CORPORATION ©.

Let bouncing babies bounce your profits; feature America's fastest selling baby pants, Playtex. Adv. from Drug topics, Sept. 22, 1952, p. 64. Appl. author: Charles Dallas Reach Co., of New York, inc. © 22Sep52; KK81393.

INTERNATIONAL LATEX CORPORATION.

Let's talk about money! A90270.

SEE International Latex Corpora-
tion. Pillow Division.

INTERNATIONAL LATEX CORPORATION. ©

Let's talk money in the cash register. P922. Sheet. Appl. title:

Wholesale glove letter.

© 26Jul54; KK99156.

Wholesale glove letter.

INTERNATIONAL LATEX CORPORATION. ©

Une ligne élégante, impeccable,
avec la gaine Playtex [girdle]
P924. Counter card. © 6Aug54;
KK100346.

[Girdle]

INTERNATIONAL LATEX CORPORATION ©.

Light as a snowflake ... the newest
of the wonderful Playtex girdles,
Pink-ice. Poster. © 1Jul49;
KK38311.

INTERNATIONAL LATEX CORPORATION ©.

Like giving her a hundred dollar bill
on Mother's Day! The amazing Playtex
home hair cutter. Sheet. © 22Apr52;
KK73196.

INTERNATIONAL LATEX CORPORATION ©.

Like giving her a hundred dollar bill
on Mother's Day. The Playtex home
hair cutter. Sheet. © 22Apr52;
KK73197.

INTERNATIONAL LATEX CORPORATION ©.

Like giving her a hundred dollar bill
for Mother's Day! Playtex home hair
cutter! Sheet. © 22Apr52; KK73199.

INTERNATIONAL LATEX CORPORATION ©.

Like magic, it gives you calorie-
curve control. New Playtex Magic-
Controller. Mat no. G379. (Gir-
dles) © 28Aug53; KK88580.

INTERNATIONAL LATEX CORPORATION ©.

Little babies are big business.

Make your store baby headquarters
with mass displays of Playtex

Drypers. (Infants' wear) Adv.

from N.A.R.D. journal, Oct. 15,

1951, p. 1591. Appl. author:

Chas. Dallas Reach Co. © 15Oct51;

KK71059.

APR - 1 1952

INTERNATIONAL LATEX CORPORATION ©.

Little babies are big repeat business. To make bigger profit dollars on baby needs, feature Playtex Drypers. (Infants' wear) Adv. from N.A.R.D. journal, Jan. 21, 1952, p. 83. Appl. author: Chas. Dallas Reach Co. © 21Jan52; KK71056.

APR - 1 1952

INTERNATIONAL LATEX CORPORATION. ©

Living Playtex girdle and bra.

P992. Foster. Appl. title:

Bra and girdle counter card.

© 12Nov54; KK102269.

Bra ... card.

INTERNATIONAL LATEX CORPORATION ©.

Local This Week tie-in promotion plan.

(Girdles) Sheet. © 16May52;

KK74012.

INTERNATIONAL LATEX CORPORATION ©.

Look, a new non-roll top that stays up, hidden finger panels that control your tummy. And look again, no bones, no stays, no seams, no stitches. That's the magic of new Playtex Magic-Controller. (Girdles) Sheet. G341. © 25Mar53; KK83529.

INTERNATIONAL LATEX CORPORATION ©.

Look as slim as this. Invisible

Playtex girdles. Poster.

© 29Dec52; KK80681.

INTERNATIONAL LATEX CORPORATION ©.

Look how Dey Brothers increased it's
Playtex business by 111 o/o. (Baby
needs) Pamphlet. © 29May52;
KK74502.

INTERNATIONAL LATEX CORPORATION ©.

Look ma, seven fingers. Now, seven
magic fingers mold a magic figure
that's the secret of this latest,
greatest Playtex idea. New Playtex
Magic-Controller with boneless non-
roll top, and hidden finger panels.
(Girdles) Sheet. G342.

© 25Mar53; KK83530.

INTERNATIONAL LATEX CORPORATION ©.

Look your slimmest in new holiday
fashions with invisible White Magic.
(Girdles) Folder. © 26Oct51;
KK67030.

NOV -7 1951

INTERNATIONAL LATEX CORPORATION ©.

Lovely screen star Anne Baxter says:
Playtex gives me wonderful freedom
for all my strenuous studio activi-
ties. (Girdles) Poster. © 29Dec52;
KK82298.

International latex corporation.

A low priced staple for the masses.
[Advertisement] (In Women's wear
daily, New York, Jan. 9, 1947, p. 9)

© International latex corp., Dover,
Del.; 9Jan47; A5 5274.

afp 2Apr47

INTERNATIONAL LATEX CORPORATION ©.

Lowest prices ever. First quality

Playtex pillows. Ad no. 5182.

Sheet. © 29Oct53; KK90761.

INTERNATIONAL LATEX CORPORATION ©.

Lowest prices ever. First quality

Playtex pillows. Ad no. 5185.

Sheet. © 29oct53; KK90774.

INTERNATIONAL LATEX CORPORATION ©.

Lowest prices ever. First quality

Playtex pillows. Ad no. 5186.

Sheet. © 29Oct53; KK90772.

INTERNATIONAL LATEX CORPORATION ©.

Lowest prices ever. First quality

Playtex pillows. P715. Streamer.

© 29oct53; KK90771.

INTERNATIONAL LATEX CORPORATION ©.

Lowest prices ever. Imagine, a first
quality Playtex pillow. P713.

Reply card. © 29Oct53; KK90770.

INTERNATIONAL LATEX CORPORATION ©.

Lowest prices ever on famous 1st
quality Playtex pillows. Ad. 5101.
Sheet. © 29May52; KK74501.

INTERNATIONAL LATEX CORPORATION ©.

Lowest prices ever on famous 1st
quality Playtex pillows. Ad. 5104.
Sheet. © 29May52; KK74500.

INTERNATIONAL LATEX CORPORATION ©.

Lowest prices ever on 1st quality

Playtex pillows, airy whipped foam
latex. Poster. © 29May52;

KK75711.

INTERNATIONAL LATEX CORPORATION. ©
Magic control for calorie curves.
Announcing wonderful Wonder
White, newest Playtex Magic-Con-
troller. Ad no. G370. (Girdles)
Sheet. © 24Feb54; KK95712.

INTERNATIONAL LATEX CORPORATION. ©

Magic control for calorie curves.

It's wonderful, it's Wonder White,
newest Playtex Magic-Controller.

Ad no. G371. (Girdles) Sheet.

© 24Feb54; KK95718.

INTERNATIONAL LATEX CORPORATION ©.

Magic control for those calorie-
curves. Introducing newest Playtex
Magic Controller. (Girdle) From
Life, Sept. 14, 1953, p. 23. Appl.
author: Foote, Cone & Belding.

© 11Sep53; KK89011.

INTERNATIONAL LATEX CORPORATION ©.

 Magic control for those calorie-
 curves. Introducing newest Playtex
 Magic-Controller panty girdle with
 garters. P624. Poster. © 18Jun53;
 KK86734.

INTERNATIONAL LATEX CORPORATION ©.

Magic fingers lift your figure. New
Playtex Magic-Controller shapes and
supports you without a single seam,
stitch, stay or bone. (Girdles)
Sheet. G343. © 25Mar53; KK83531.

INTERNATIONAL LATEX CORPORATION ©.

Make your figure a fashion figure ...

Playtex Fab-Lined girdle. Sheet.

(G204) © 9Feb51; KK58671.

MAR 7 - 1951

INTERNATIONAL LATEX CORPORATION ©.

Make your figure a fashion figure ...

Playtex Fab-Lined girdle. Sheet.

(G205) © 9Feb51; KK58669.

MAR 7 - 1951

INTERNATIONAL LATEX CORPORATION ©.

Make your store baby headquarters.

Cash in big on babies; build extra store traffic, too. Feature profit-tested Playtex baby needs. Adv. from N. A. R. D. Journal, Feb. 4, 1952, p. 167. Appl. author: Chas. Dallas Reach Co., inc. © 4Feb52; KK72226.

INTERNATIONAL LATEX CORPORATION ©.

Make your store baby headquarters.

Little babies are big repeat business ... Playtex Drypers. (In-

fants' wear) Adv. from N.A.R.D.

journal, Nov. 5, 1951, p. 1731.

Appl. author: Chas. Dallas Reach

Co. © 5Nov51; KK71058.

APR - 1 1952

INTERNATIONAL LATEX CORPORATION ©.

May we be the first to wish you and
your department a merry Christmas.
Playtex girdles Christmas card.
Folder. © 14Nov52; KK79518.

INTERNATIONAL LATEX CORPORATION ©

**Meet the faces behind the new fash-
ions. The world's leading design-
ers say: No girdle will do as much
for your figure as Playtex. Adv.
from Spring fashions, the New York
times magazine, Mar. 1, 1953, p.
2. Appl. author: Foote, Cone &
Belding. © 1Mar53; KK83072.**

INTERNATIONAL LATEX CORPORATION ©.

Memo on the active, attractive life ...

Invisible Playtex fab-lined panty
girdle with new Adjust-All garters.

Sheet. © 23May52; KK74014.

INTERNATIONAL LATEX CORPORATION ©.

Merit award for window display ...

Playtex award of merit. (Women's
wear) Sheet. © 14Nov52;

KK80650.

Playtex ...

INTERNATIONAL LATEX CORPORATION ©.

Merry Christmas happy dreams.

(Latex pillows) Folder. © 26Oct49;

KK42396.

INTERNATIONAL LATEX CORPORATION. ©

Merry Christmas to all and to all
a good night, with Playtex Heart-
Rest pillows. Ad no. 5214.
Sheet. © 15Oct54; KK100803.

Pillows.

INTERNATIONAL LATEX CORPORATION. ©

Merry Christmas to all, to all a
good night, with Playtex Heart-
Rest pillows. Ad no. 5217.

Sheet. © 18Oct54; KK100802.

INTERNATIONAL LATEX CORPORATION. ©

Milky Way creamy liquid latex baby
pants. Special 49¢ each. P886.

[Self serve merchandiser] Counter
cards. © 11Jun54; KK97768.

INTERNATIONAL LATEX CORPORATION ©
Millions of mothers will stop and
read. Playtex. (Baby pants)
Folder. © 27Jul51; KK64608.

AUG 3 1 1951

INTERNATIONAL LATEX CORPORATION ©.

Modern science now knows how to
control diaper rash! 1 v., illus.

© 9Aug49; AAI:9302.

MAY 15 1950

INTERNATIONAL LATEX CORPORATION ©

Mommy, buy my Playtex baby needs
here. Display poster. P492.

© 2Jan53; KK82071.

INTERNATIONAL LATEX CORPORATION ©.

Month after month. Playtex Dryper.

(Diapers) Poster. © 21Aug51;

KK65226.

SEP 20 1951

International latex corporation.

More combined. [Advertisement]
(In Women's wear daily, New York,
Jan. 31, 1947, p. 48)

© International latex corp., Dover,
Del.; 31Jan47; A5 5645.

31Mar47 ra

International latex corporation.

More combined notion. [Advertisement] (In Women's wear daily, New York, Feb. 3, 1947, p. 5)

© International latex corp., Dover, Del.; 3Feb47; A5 5568.

31Mar47 rs

INTERNATIONAL LATEX CORPORATION ©.

More doctors' babies wear Playtex baby pants than any other kind!

[From Parents' magazine, Sept. 1950,
p. 71] Sheet. © 25Aug50; KK54453.

NOV - 2 1950

INTERNATIONAL LATEX CORPORATION ©.
More doctors' babies wear Playtex
baby pants than any other kind.
Sheet.

[From Parents' magazine, Jan. 1951,
p. 7] © 1Jan51; KK57250.

FEB 1 - 1951

INTERNATIONAL LATEX CORPORATION ©.

More doctors' babies wear Playtex
baby pants than any other kind.

Sheet.

[From Parents' magazine, Apr. 1951,
p. 9] © 25Mar51; KK60053.

APR 23 1951

INTERNATIONAL LATEX CORPORATION ©

More doctors' babies wear Playtex
baby pants than any other kind.

For your baby ... [From Parents'
magazine, Feb. 1951, p. 7] (Baby
products) Sheet. © 25 Jan 51;
KK57746.

FEB 12 1951

INTERNATIONAL LATEX CORPORATION ©.

More doctors' babies wear Playtex
baby pants than any other kind.

[From Parents', May 1951, p. 9]

Sheet. © 25Apr51; KK61090.

MAY 14 1951

INTERNATIONAL LATEX CORPORATION ©.

More doctors' babies wear Playtex
baby pants than any other kind!

[Good housekeeping, May 1950, p. 29]

Sheet. © 20Apr50; KK54273.

OCT 24 1950

INTERNATIONAL LATEX CORPORATION ©.

More doctors' babies wear Playtex
baby pants than any other kind.

[From Parents' magazine, Mar. 1951,
p. 7] Sheet. © 25Feb51; KK58963.

MAR 16 1951

INTERNATIONAL LATEX CORPORATION. ©

More exciting news from Playtex
Park. Playtex waterproofed silk
[baby] pants. P891. Presentation
folder. © 11Jun54; KK99191.

INTERNATIONAL LATEX CORPORATION. ©

More exciting news from Playtex
Park. Presenting the Playtex wa-
ter proofed silk panty. P925.
Sheet. © 13Aug54; KK99154.

INTERNATIONAL LATEX CORPORATION ©.

More fabulous than ever in white Magic,
says Jacques Fath ... Playtex
Fab-lined girdle. Sheet from Life,
Oct. 22, 1951, p. 5. © 19Oct51;
KK66916.

4-7 1951

A5 5619

International latex corp.

More facts. [Advertisement]
(In Women's wear daily, New York,
Feb. 6, 1947, p. 12)

© International latex corp., Dover,
Del.; 6Feb47; A5 5619.

31Mar47 rs.

A5 5774

International latex corp.

More facts. [Advertisement] (In
Women's wear daily, New York, Feb. 13,
1947, p. 16.)

© author, Dover, Del.; 13Feb47;
A5 5774.

25Mar47 rs

INTERNATIONAL LATEX CORPORATION ©.

More than a girdle, better than a
corset. The amazing new Playtex
Magic-Controller. (Girdles)
Sheet. G311. © 6Mar53; KK82922.

INTERNATIONAL LATEX CORPORATION ©.

More than a girdle, better than a
corset. Amazing new Playtex Magic-
Controller. cModels in girdless
Adv. from the New York times maga-
zine, Apr. 12, 1953, p. 2. Appl.
author: Foote, Cone and Belding.
© 12Apr53; KK84471.

INTERNATIONAL LATEX CORPORATION ©.

**More than a girdle, better than a
corset. Amazing new Playtex Magic-
Controller. (Solarized model;
close view of girdles Adv. from
the New York times magazine, May
10, 1953, p. 2. Appl. author:
Foote, Cone & Belding. © 10May53;
KK86209.**

INTERNATIONAL LATEX CORPORATION ©.

More than a girdle, better than a
corset. Amazing new Playtex
Magic-Controller with new non-
roll top and hidden power panels
... (Girdles) Sheet. P581.

© 3Apr53; KK84274.

INTERNATIONAL LATEX CORPORATION ©

More than a girdle, better than a
corset. New Playtex Magic-Controller.
Sheet. G316. © 6Mar53; KK82919.

Playtex Magic-Controller.

INTERNATIONAL LATEX CORPORATION ©.

More than a girdle, better than a
corset. Playtex fabric lined latex
Magic-Controller. (Girdles) Label.
© 16Feb53; KK82349.

INTERNATIONAL LATEX CORPORATION ©.

Most fitting Easter gift for baby.

Give a Playtex panty wardrobe.

Adv. from Life, Mar. 31, 1952, p.

37. Appl. author: Charles Dallas

Reach Co. © 31Mar52; KK75362.

INTERNATIONAL LATEX CORPORATION ©.

**Mothers have heard about it! Mothers
have read about it! So give Mother
the gift everybody's talking about!
The Playtex home hair cutter! Sheet.
© 22Apr52; KK73198.**

INTERNATIONAL LATEX CORPORATION ©.

Mothers of babies are the purchasing
agents for their families.

There's no richer market! 1 v.,
illus. © 29May50; AA155549.

AUG - 6 1950

INTERNATIONAL LATEX CORPORATION ©.

Mothers of babies are the purchasing
agents for their families. There's
no richer market. Playtex. (Baby
needs) Pamphlet. © 29Apr53;
KK86441.

INTERNATIONAL LATEX CORPORATION ©.

My clothes are designed with a
Playtex figure in mind, says Jean
Dressès, noted Parisian fashion
designer. (Girdles) Adv. from
Look, Mar. 11, 1952, p. 13.
Appl. author: Foote, Cone and
Belding. © 26Feb52; KK71582.

INTERNATIONAL LATEX CORPORATION ©.

My Playtex promotion plan. Let Playtex meet and beat your figures.

(Diapers, baby oil, etc.) Sheet.

© 9Aug51; KK65105.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.

✓ National advertising pulls local
traffic. ✓ (Latex pillows) Sheet.

© 15Mar50; KK47455.

APR 1 3 1950

INTERNATIONAL LATEX CORPORATION ©.

Nationally advertised Playtex, the demand brand, plus powerful display makes your store headquarters for baby needs. Playtex. Adv. from N.A.R.D. journal, Nov. 3, 1952, p. 1721. Appl. author: Chas. Dallas Reach Co., of New York, inc.
© 3Nov52; KK79770.

INTERNATIONAL LATEX CORPORATION ©.

A natural for super profits. Little babies are big repeat business. Feature and display Playtex, the profit brand in baby needs. Adv. from Supermarket merchandising, Apr. 1952, p. 167. Appl. author: Chas. Dallas Reach Co., inc. © 1Apr52; KK73401.

INTERNATIONAL LATEX CORPORATION ©.

Never before a gift like this for
Mother's Day. Boon to beauty!
Boon to budgets! The amazing
Playtex home hair cutter! Sheet.

© 22Apr52; KK73195.

INTERNATIONAL LATEX CORPORATION ©

Never before a money-saver like this
for the entire family. The amazing
Playtex home hair cutter. Sheet.

© 6Jun52; KK80048.

INTERNATIONAL LATEX CORPORATION. ©

Never before at this low price.

Playtex Heart-Rest pillows, designed for the sound night-time rest you need ... (In the New York times magazine, May 2, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 2May54; KK100236.

INTERNATIONAL LATEX CORPORATION ©.

Never before. First quality Playtex
pillows. Ad no. 5183. Sheet.

© 29oct53; KK90763.

INTERNATIONAL LATEX CORPORATION. ©

Never before nationally sold at less
than the advertised price of \$7.95.

Now Playtex Heart-Rest pillows at
a low, low 5.95. Ad no. 5200.

Sheet. © 12Mar54; KK95710.

INTERNATIONAL LATEX CORPORATION. ©

Never before, Playtex Heart-Rest
pillows reduced for August white
sale. Ad no. 5211. Sheet.

© 4Jun54; KK97368.

Pillows.

INTERNATIONAL LATEX CORPORATION ©.

Never before sale. All Playtex girdles
reduced. Sheet. © 2Nov51;
KK72947.

INTERNATIONAL LATEX CORPORATION ©.

Never before sale. Every Playtex
girdle reduced. Sheet. © 2Nov51;
KK72964.

INTERNATIONAL LATEX CORPORATION ©

Never before .. sleep like this!

Playtex Superfoam pillow. Sheet.

© 3Jan49 (in notice: 1948); KK31315.

INTERNATIONAL LATEX CORPORATION ©.

**New, a panty brief that does more
than most girdles. Playtex Magic-
Controller. Counter cards P597.
Display poster. © 1May53;
KK86239.**

INTERNATIONAL LATEX CORPORATION ©.

New day and evening. (Playtex gir-
dles) Clipping. © 1Jun49; KK37560.

INTERNATIONAL LATEX CORP., Dover,
Del.

New freedom in curve control!

Playtex panty girdle. (Women's
rubber girdles) Sheet.

© 3Sep47; KK16884.

INTERNATIONAL LATEX CORPORATION ©.

New Glovelies make this daring promise: softer, smoother, lovelier hands in 9 days, plus protected manicures. Playtex Glovelies.

(Rubber gloves) Adv. from the Hartford times, Jan. 30, 1953, p. 16. Appl. author: Chas. Dallas Reach Co. of New York, inc.

© 30Jan53; KK82659.

INTERNATIONAL LATEX CORPORATION ©.

New Glovelies make this daring promise: softer, smoother, lovelier hands in 9 days, plus protected manicures. Playtex Glovelies.

(Rubber gloves) Adv. from the Hartford times, Feb. 5, 1953, p. 20. Appl. author: Chas. Dallas Reach Co. of New York, inc.

© 5Feb53; KK82660.

INTERNATIONAL LATEX CORPORATION ©,

New hands for old with new Playtex
Glovelies. These fabric-lined
gloves protect the beauty of your
hands and manicures while you
work. Sheet. B131. © 20Mar53;
KK84280.

INTERNATIONAL LATEX CORPORATION ©.

New healthful sleep the moment your
head touches the amazing Playtex
Superfoam pillow. Sheet.

© 19Sep49; KK40582.

INTERNATIONAL LATEX CORPORATION ©.

New healthful sleep the moment your
head touches the amazing Playtex
Superfoam pillow. Sheet.

© 17Sep49; KK40672.

INTERNATIONAL LATEX CORPORATION ©.

Now invisible Playtex Living girdle.

Clipping. © 25Sep48; KK27981.

INTERNATIONAL LATEX CORPORATION ©.

New, invisible White Magic, by Play-
tex, newest and loveliest Fab-Lined
girdles. (Streamer) Poster.

© 12Jul51; KK65109.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION. ©

New Living Playtex girdle with non-
roll top. Look for the new slim
tube. Ad no. G420. Sheet.

© 12Nov54; KK101806.

INTERNATIONAL LATEX CORPORATION. ©

New Living Playtex girdle with non-
roll top. Ad no. 0421. [21 $\frac{3}{4}$
x 13 $\frac{3}{4}$ in. ad] Sheet.

© 12Nov54; KK101810.

INTERNATIONAL LATEX CORPORATION. ©

New Living Playtex girdle with non-
roll top. Ad no. G425. [15 x
8 3/4 in. ad] Sheet. © 12Nov54;
KK101809.

INTERNATIONAL LATEX CORPORATION. ©

New Living Playtex girdle with non-
roll top. Ad no. G426. [16 1/2 x
7 1/2 in. ad] Sheet. © 12Nov54;
KK101808.

INTERNATIONAL LATEX CORPORATION. ©

New Living Playtex girdle with non-
roll top. P993. [25 x 8 in. ad]
Appl. title: New Living girl
streamer. © 12Nov54; KK102273.

New ... streamer.

INTERNATIONAL LATEX CORPORATION. ©
New Living Playtex girdle with non-
roll top. P996. [9 1/4 x 9 in.
ad] Sheet. © 12Nov54; KK102272.

1st. title made.
2nd. Playtex ... top.

INTERNATIONAL LATEX CORPORATION. ©

New medical report proves, skin of women's hands damaged by cleansers, bleaches, detergents. Playtex Living gloves. (In Life, Nov. 15, 1954, p. 67) Appl. author: Reach, Yates & Mattoon.

© 15Nov54; KK101574.

INTERNATIONAL LATEX CORPORATION. ©

New medical reports prove, women's hands damaged by strong soaps and detergents. Use Playtex Living gloves. (In Life, Mar. 22, 1954, p. 21) Appl. author: Reach, Yates & Mattoon, Inc. © 22Mar54; KK96012.

INTERNATIONAL LATEX CORPORATION ©.

New Playtex baby lotion with
chlorophyll ... Poster.

© 2Jan53; KK82086.

INTERNATIONAL LATEX CORPORATION ©

New Playtex Fab-Lined girdle. First
new kind of girdle in 11 years.

[From Life, Mar. 19, 1951, p. 19]
Sheet. © 16Mar51; KK59897.

APR 16 1951

INTERNATIONAL LATEX CORPORATION ©.
The new Playtex Fab-lined girdle!
Folder: (8PG11) © 15Sep50;
KK53783.

OCT 1 6 1950

INTERNATIONAL LATEX CORPORATION ©.

New Playtex Fab-lined girdle. [From
Life, Oct. 2, 1950, p. 3] Sheet.

© 29Sep50; KK54455.

NOV - 2 1950

INTERNATIONAL LATEX CORPORATION ©,
New Playtex Pub-Lined girdle. [From
Look, Apr. 10, 1951, p. 9] Sheet.
© 27Mar51; KK60286.

APR 3 0 1951

INTERNATIONAL LATEX CORPORATION ©.

A new Playtex girdle creation.

1 v., illus. © 12Jul51; AA189500.

AUG 14 1951

INTERNATIONAL LATEX CORPORATION ©.
New Playtex Glovelies. (Gloves)
Sheet. P551. © 5Mar53; KK82918.

INTERNATIONAL LATEX CORPORATION ©.

New Playtex Glovelies promise you
beauty magic for your hands while
you work. (Gloves) Sheet.

B130. © 20Mar53; KK84281.

INTERNATIONAL LATEX CORPORATION ©.

New Playtex Glovelies promise you
beauty magic for your hands while
you work. (Gloves) Sheet.

B134. © 20Mar53; KK84279.

INTERNATIONAL LATEX CORPORATION ©.

New Playtex Happy baby's pants.

Cool-vented comfort in non-allergenic miracle stretch latex.

Counter card. © 14Aug53; KK88253.

INTERNATIONAL LATEX CORPORATION ©.

New Playtex Happy baby's pants.

New charm, new texture ...

Counter card. © 14Aug53;

KK88252.

INTERNATIONAL LATEX CORPORATION ©.

New Playtex Happy [baby] pants. Ad

no. B153. Sheet. © 14 Aug 53;

KK90765.

INTERNATIONAL LATEX CORPORATION ©.

New Playtex Happy [baby] pants. Ad

no. B154. Sheet. © 14Aug53;

KK90766.

INTERNATIONAL LATEX CORPORATION. ©

New Playtex home hair cutter. Play-
tex make-up cape. P931. [Packag-
ing insert] Card. © 8Sep54;
KK100345.

Playtex home hair cutter.

INTERNATIONAL LATEX CORPORATION. ©

The new Playtex home hair cutter.

A way to keep that expensive hair-
styling looking just-trimmed month
after month. Ad no. H708. Sheet.

© 24Sep54; KK100352.

Hair cutter.

INTERNATIONAL LATEX CORPORATION. ©

The new Playtex home hair cutter
lets you trim, taper, shape your
hair yourself, for pennies. Ad
no. H706. Sheet. © 17Sep54;
KK100242.

INTERNATIONAL LATEX CORPORATION ©.

New Playtex Magic-Controller. More
than a girdle, better than a cor-
set. Poster. P548. © 20Feb53;
KK83046.

INTERNATIONAL LATEX CORPORATION ©.

New Playtex Magic-Controller with
the new non-roll top that stays up
without a bone, seam or stitch.
Plus finger panels that are really
latex muscles ... Sheet. Streamer
P553. © 11Mar53; KK83320.

INTERNATIONAL LATEX CORPORATION ©.

New! Playtex pillow rest-tester,
lets your head tell you what
your hand can't feel. (Pillows)
Sheet. © 9Feb52; KK70644.

MAR 17 1952

INTERNATIONAL LATEX CORPORATION. ©

A new Playtex product is born.

P869. [Bra] presentation folder.

© 11Jun54; KK100269.

INTERNATIONAL LATEX CORPORATION ©.

A new Playtex star is born. (Rub-
ber shoulder pads and girdles)

Sheets. © 24Dec47 (in notice:
1948); KK19781.

INTERNATIONAL LATEX CORPORATION. ©

New, Playtex waterproofed silk
panty. Sheerest comfort for baby,
charming colors. P862. Streamer.

© 11Jun54; KK97765.

Silk panty.

INTERNATIONAL LATEX CORPORATION ©.

New poured-in silhouette gives designers 5 new reasons to recommend invisible Playtex pink-ice. [From Life, Jan. 22, 1951, p. 7] (Latex girdle) Sheet. © 19Jan51; KK57749.

FEB 12 1951

INTERNATIONAL LATEX CORPORATION. ©

New sure way to lovelier hands in
only 9 days, with Playtex Living
fabric-lined Latex gloves. P874.
Appl. title: Glove counter card
for Supermarkets. © 17Jun54;
KK97944.

INTERNATIONAL LATEX CORPORATION. ©

A new trend in super markets. Play-
tex. P908. (Baby pants) [In-
sert] Presentation folder.

© 15Jul54; KK99157.

INTERNATIONAL LATEX CORPORATION ©.

New with chlorophyll, Playtex baby
lotion. Label. © 16Jan53; KK82296.

International latex corporation.

The New York times business section headlines, 2 weeks running. [Advertisement] (In Women's wear daily, New York, Jan. 30, 1947, p. 7)

© International latex corp., Dover, Del.; 30Jan47; A5 5426.

afp 28Mar47

INTERNATIONAL LATEX CORPORATION ©.
Newest and loveliest Playtex Fab-
Lined girdle. White Magic. Card.
© 12Jul51; KK65221.

SEP 20 1951

INTERNATIONAL LATEX CORPORATION ©.

The newest idea to stretch the family budget. Professional-looking hair-cuts for as little as 3¢ with the Playtex home hair cutter. Sheet.
© 26Mar52; KK72948.

INTERNATIONAL LATEX CORPORATION ©.

Newest of the famous Playtex girdles,
Pink-Ice gives you the new, slender
silhouette. Sheet. © 27Aug49;
KK41579.

INTERNATIONAL LATEX CORPORATION ©.

The newest of the wonderful Playtex
girdles - amazing ... and unlike
any girdle ever made. Pink-ice.
Folder. © 14Jul49; KK38388.

INTERNATIONAL LATEX CORPORATION. ©

The newest Playtex creation for
baby's glamorous wardrobe. Play-
tex water-proofed silk panties.

Ad no. B184. Sheet. © 6Jul54;
KK98386.

INTERNATIONAL LATEX CORPORATION. ©

The newest Playtex profit maker for
you. P969. Sheet. Appl. title:
Glove display floor merchandiser.

© 220ct54; KK101516.

Glove ... merchandiser.

INTERNATIONAL LATEX CORPORATION. ©

The newest Playtex profit-maker for
your baby department. Presenting
Playtex baby pillow. P974.
Sheet. © 22Oct54; KK101164.

INTERNATIONAL LATEX CORPORATION. ©

Newest wonder in the fashion world.

Wonder White, newest Playtex Magic-Controller. Ad no. G363.

(Girdles) Sheet. © 24Feb54;

KK95717.

INTERNATIONAL LATEX CORPORATION. ©

Newest wonder in the fashion world.

Wonder White Playtex Magic-Con-
troller. Ad no. G366. (Girdles)

Sheet. © 24Feb54; KK95713.

INTERNATIONAL LATEX CORPORATION ©.

Night and day, all through the year
only Playtex Dryper makes changes
so safe and comfortable ...

cMirrors Adv. from Commentary,
Jan. 1953, p. 2 of cover. Appl.
author: Charles Dallas Reach Co.,
of New York, Inc. © 5Jan53;
KK81394.

INTERNATIONAL LATEX CORPORATION ©.

9 good reasons to wear a Playtex fab-
lined girdle. Sheet. © 28Aug52;
KK77613.

INTERNATIONAL LATEX CORPORATION ©

The 9 wonders of invisible White Magic. Playtex Fab-Lined girdle.

(Clerk educational booklet) Pamphlet. © 12Jul51; KK65108.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION. ©

No crystal-ball gazing here. P995.

Folder. Appl. title: Fab-lined
non-roll top Playtex girdle.

© 12Nov54; KK101805.

Fab-lined ... girdle.

INTERNATIONAL LATEX CORPORATION ©.

No gift compares with the gift of
sleep. Playtex pillows. Sheet.

5029. © 27Oct50; KK55627.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©.
No gift compares with the gift of
sleep. Playtex pillows. Sheet.
5028. © 27Oct50; KK55628.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©.
No gift compares with the gift of
sleep. Playtex pillows. Sheet.
5026. © 27 Oct 50; KK55629.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©.
No gift compares with the gift of
sleep. Playtex pillows. Sheet.
5027. © 27 Oct 50; KK55631.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©
No gift compares with the gift of
sleep. Playtex pillows. Sheet.
5025. © 27Oct50; KK55632.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION. ©

No gift compares with the gift of
sleep. Playtex Heart-Rest pil-
lows. Mat no. 5216. Sheet.

© 150ct54; KK100800.

Pillows.

1st. title made.

INTERNATIONAL LATEX CORPORATION. ©

No gift compares with the gift of
sleep. Playtex Heart-Rest pil-
lows. P950. Label. Appl.
title: Pillow Santa stuffer.

© 17Sep54; KK100248.

INTERNATIONAL LATEX CORPORATION ©.

No gift compares with the gift of
sleep. You'll be loved for giving
the sensational new Playtex Super-
foam pillow! Sheet. © 21Nov49;
KK43129.

INTERNATIONAL LATEX CORPORATION. ©

No matter how hot it is, sleep cool.

Playtex Heart-Rest pillow, only

\$5.95. Ad no. 5210. Sheet.

© 28 May 54; KK97000.

Pillow.

INTERNATIONAL LATEX CORPORATION ©.

No more diaper drudgery. New Playtex
product. (Diapers) Poster. (P
150) © 14Jun50; KK51157.

JUL 1 8 1950

INTERNATIONAL LATEX CORPORATION ©.

No more diaper drudgery! Playtex
Dryper pads and Playtex Dryper
panties. [From the New York times,
Oct. 1, 1950, sect. 6, p. 2]
Sheet. © 10ct50; KK54802.

NOV 10 1950

INTERNATIONAL LATEX CORPORATION ©.

No other baby pants can match all
these advantages of modern Playtex!
Sheet. © 27Jun49; KK38193.

INTERNATIONAL LATEX CORPORATION ©.

No other baby pants can match all
these advantages of modern Playtex.
Sheet. © 1Jul49; KK38192.

INTERNATIONAL LATEX CORPORATION ©.

No other baby pants can match all
these advantages of modern Playtex.
(Baby products) Sheet. © 20Aug49;
KK40068.

INTERNATIONAL LATEX CORPORATION ©.

No store can afford a vacation from
volume! Playtex pillow. Sheet.

© 14Jun50; KK51021.

JUL 1 8 1950

INTERNATIONAL LATEX CORPORATION ©.

No wonder it's selling like wildfire.

The sensational Playtex home hair
cutter. Sheet. © 29Apr52; KK73082.

INTERNATIONAL LATEX CORPORATION. ©

Non-allergenic Playtex baby pants.

Playtex Happy pants. P914. Window streamer. © 23Jul54;

KK99159.

Playtex Happy pants.

INTERNATIONAL LATEX CORPORATION ©.

NOTE: It cost less (in clerk-time)
to sell Playtex Superfoam shoulder
pads" because Playtex self-service
merchandisers enable your customers
to wait on themselves. Sheet.

© 9Mar50; KK47516.

APR 1 2 1950

INTERNATIONAL LATEX CORPORATION ©.

Note to newlyweds and gift-givers;
for the years ahead, only the famous Playtex pillow gives you restful, healthful sleep like this.
Adv. from the Bride's magazine,
spring 1952, p. 25. Appl. author:
Foote, Cone & Belding. © 15Jan52;
KK80121.

INTERNATIONAL LATEX CORP.,

Dover, Del.

Now. (Rubber shoulder pads)

© 10Nov47; KK18591.

INTERNATIONAL LATEX CORPORATION ©.

Now a completely new kind of figure
control. The new Playtex Magic-
Controller. (Girdles) Sheet.
G313. © 6Mar53; KK82921.

INTERNATIONAL LATEX CORPORATION ©.

Now, a panty brief that does more
than most girdles. New Playtex
Magic-Controller panty brief.

P604. Sheet. © 27May53; KK86244.

INTERNATIONAL LATEX CORPORATION ©.

Now, a panty brief that does more
than most girdles. New Playtex
Magic Controller. Folder.

Mail enclosures P598. © 1May53;
KK86240.

INTERNATIONAL LATEX CORPORATION ©.

Now. A panty brief that does more than
most girdles. New Playtex magic con-
troller panty brief. cStrobe model
in girdle, bra, and playclothes.

From Glamour, July 1953, p. 3.

Appl. author: Foote, Cone & Belding.

© 22Jun53; KK86974.

INTERNATIONAL LATEX CORPORATION ©.

Now, a truly flushable diaper; helps
prevent diaper rash. Playtex
Dryper. Sheet from Good house-
keeping, Aug. 1951, p. 7.
© 1Aug51; KK66953.

NOV - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

Now comes the big break on invisible
White Maglo. Newest Playtex Fab-
Lined girdle. Sheet. © 13Sep51;
KK65921.

007 - 9 1951

INTERNATIONAL LATEX CORP. ©

Now, control those calorie-curves.

© 23Oct53; KK106137. SEE 1955
file.

INTERNATIONAL LATEX CORPORATION ©.

Now customers buy pillows on proof
instead of "claims", Playtex.
Sheet. © 6Apr51; KK61770.

MAY 24 1951

INTERNATIONAL LATEX CORPORATION ©.

Now, cut the high cost of haircuts.

Greatest invention since the safety
razor and the home permanent.

Playtex home hair cutter. Sheet.

© 26Mar52; KK72961.

INTERNATIONAL LATEX CORPORATION ©.

Now cut your hair at home as easily
as you comb it with the amazing
Playtex hair cutter. Adv. from the
Philadelphia inquirer, Feb. 3, 1952,
p. 22. © 3Feb52; KK71969.

INTERNATIONAL LATEX CORPORATION ©.

Now cut your hair at home as easily
as you comb it with the amazing
Playtex hair cutter. Greatest in-
vention since the safety razor ...
Adv. from the Philadelphia inquirer,
Feb. 3, 1952, p. 18. © 3Feb52;
KK71970.

INTERNATIONAL LATEX CORPORATION ©.

Now \$5.95, lowest prices ever on
first quality Playtex pillows.

Card. © 7Nov52; KK80055.

INTERNATIONAL LATEX CORPORATION ©.

Now, for the whole family, professional looking haircuts at home. Playtex home hair cutter. Sheet. © 26Mar52; KK72958.

INTERNATIONAL LATEX CORPORATION ©.

Now in white or pink; Kooleex baby
pants for happy babies. Sheet.

(Ad no. 2004) © 8Apr49; KK49660.

JUN 1 2 1950

INTERNATIONAL LATEX CORPORATION ©.

Now! Invisible Playtex fab-lined
girdles with new Adjust-All
garters! Sheet. © 10Jan52;
KK70052.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

Now! Invisible Playtex fab-lined
girdles with new Adjust-All
garters. It took Playtex to bring
you the only girdle that slims you
so fabulously, in such freedom.
Sheet. © 10Jan52; KK70053.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

Now! Invisible Playtex fab-lined
girdles with new Adjust-All
garters. It's another Playtex
first! Sheet. © 10Jan52; KK70055.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

Now, lowest prices ever on 1st quality
Playtex pillows. Card. © 23May52;
KK74013.

INTERNATIONAL LATEX CORPORATION ©.

Now, lowest prices ever on 1st quality
Playtex pillows. White sale special
\$5.95 up. Mail enclosure. (P457)

© 7Nov52; KK79589.

INTERNATIONAL LATEX CORPORATION ©.

Now, lowest prices ever on 1st quality Playtex pillows. P714. Sheet.

© 29oct53; KK90769.

INTERNATIONAL LATEX CORPORATION ©.

Now nature's own slimming action
with new non-roll top and tummy-
flattening power panels. New Play-
tex Magic-Controller. (Girdles)
Sheet. G314. © 6Mar53; KK82920.

INTERNATIONAL LATEX CORPORATION ©.

Now, nature's own slimming action,
with new non-roll top and tummy-
flattening power panels. Playtex
Magic-Controller. (Girdles)
Sheet. G335. © 25Mar53; KK83526.

INTERNATIONAL LATEX CORPORATION ©.

**Now! Never-before sale! All Playtex
girdles reduced. (Mail enclosure)
Sheet. © 2Nov51; KK68020.**

DEC 12 1951

INTERNATIONAL LATEX CORPORATION ©

Now Playtex baby oil, powder, cream,
give you this guarantee: no diaper
rash ... Sheet. © 9Aug51; KK65106.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.

Now Playtex baby oil, powder, cream
give you this guarantee: no diaper
rash or your money back. Sheet.

© 30Nov51; KK72950.

INTERNATIONAL LATEX CORPORATION ©.

Now Playtex customized pillows,
double-covered, for something
new in sleeping comfort. Sheet.
P584. © 22May53; KK86242.

INTERNATIONAL LATEX CORPORATION ©.

New playtex fab-lined girdle. [From

Life, Apr. 23, 1951, p. 75]

(Latex girdle) Sheet. © 20Apr51;

KK61348.

MAY 16 1951

INTERNATIONAL LATEX CORPORATION ©.

Now, Playtex fabric lined girdles,
with 4 adjustable garters. P682.
Poster. © 25Sep53; KK91901.

Playtex ... girdles.

INTERNATIONAL LATEX CORPORATION. ©

Now Playtex fabric lined girdles
with 4 adjustable garters at a
low, low \$5.95. Mat no. 0397.
Sheet. © 23Dec53; KK94716.

INTERNATIONAL LATEX CORPORATION ©.

Now. Playtex fabric lined girdles
with 4 adjustable garters at a
low, low \$5.95. P681. Folder.

© 25Sep53; KK89832.

INTERNATIONAL LATEX CORPORATION ©.

Now. Playtex fabric lined girdles
with 4 adjustable garters at a
low, low \$5.95. Playtex, known
as the girdle in the Slim tube.

P679. Streamer. © 25Sep53;
KK89833.

INTERNATIONAL LATEX CORPORATION ©.

Now, Playtex Superfoam pillows are
customized for your personal
sleeping comfort. Poster.

© 7Mar52; KK71291.

INTERNATIONAL LATEX CORPORATION ©.

✓ Now! Playtex Superfoam pillows, in
2 heights... [Specifications]
Sheet. © 3Mar50; KK47066.

MAR 29 1950

INTERNATIONAL LATEX CORPORATION ©.

Now save \$4 a pair on 1st quality
discontinued styles of Playtex
pillows. Sheet. Ad. no. 5141.
© 27Mar53; KK83908.

INTERNATIONAL LATEX CORPORATION ©.

Now, see what nature's own slimming
action can do for you. Come see
... the amazing new Playtex Magic-
Controller. (Girdles) Poster.

© 12May53; KK85676.

INTERNATIONAL LATEX CORPORATION ©.

Now something wonderful happens to
your body with this natural figure
control. Playtex Magic-Controller.
We saw it, we tried it ... (Gir-
dles) Sheet. G333. © 25Mar53;
KK83524.

INTERNATIONAL LATEX CORPORATION. ©

Now, the designers who performed
such miracles ... Introducing
Playtex Living bra. Custom-con-
toured to flatter, feel and fit
... Ad no. BR2. Sheet.

© 8Jun54; KK97355.

INTERNATIONAL LATEX CORPORATION. ©

Now, the designers who performed
such miracles ... Introducing
Playtex Living bra. Here's new
meaning to freedom ... Ad no.
BR3. Sheet. © 8Jun54; KK97354.

INTERNATIONAL LATEX CORPORATION. ©

Now, the designers who performed
such miracles ... Introducing
Playtex Living bra. It's new,
it's custom-contoured ... Ad no.
BR7. Sheet. © 7Jun54; KK97361.

INTERNATIONAL LATEX CORPORATION. ©

Now, the designers who performed
such miracles with Playtex girdles
... Introducing Playtex Living
bra. It's custom-contoured to
flatter, feel and fit as if de-
signed for you alone. Ad no.
BR14. Sheet. © 13Aug54;
KK99209.

INTERNATIONAL LATEX CORPORATION ©.

Now! The newest Playtex girdle is the
most talked about in the U.S.A.!

Invisible Playtex Pink-Ice. Sheet.

© 2Jun50; KK50347.

JUN 26 1950

INTERNATIONAL LATEX CORPORATION ©.

Now! The newest Playtex girdle is the
most talked about in the U. S. A.!
Invisible Playtex Pink-ice. Sheet.

© 10Jun50; KK50920.

11 18 1950

INTERNATIONAL LATEX CORPORATION ©.

✓ Now! The two sleepingest pillows in
the world: ✓ Playtex "extra plump"
and "Playtex regular"! Sheet.

© 20Mar50; KK47618.

APR 1 2 1950

INTERNATIONAL LATEX CORPORATION. ©

Now, 30-day trial offer. Playtex
home haircutter guarantees perfect
haircuts or your money back.

P751. Streamer. © 7Jan54;

KK93546.

INTERNATIONAL LATEX CORPORATION. ©

Now 3 great exclusive features in
one sensational girdle. Playtex.
[2 photo inserts of girdle] (In
the New York times magazine, Apr.
4, 1954, p. 2) Appl. author:
Foote, Cone & Belding. © 4Apr54;
KK95999.

INTERNATIONAL LATEX CORPORATION ©.

Now, to guard baby's health and comfort, Playtex Dryper, light, cool, truly flushable. (Pants and diaper pads) Sheet from Life, Aug. 20, 1951, p. 113. © 20Aug51; KK66948.

NOV - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

Now, to help guard baby's health and
comfort, Playtex Dryper, the modern,
easy, safer diapering method. Sheet
from Life, Oct. 15, 1951, p. 73.

© 15Oct51; KK66947.

NOV - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

Now, to help guard your baby's health
and comfort, announcing Playtex
Dryper. (Pants and diaper pads)
Sheet from Good housekeeping, June
1951, p. 7. © 1Jun51; KK66950.

NOV - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

Now try the new fabric lined Playtex
girdle. More slimming power ...
Playtex known everywhere as the
girdle in the famous slim tube.
Counter display P5041
Display card. © 29Dec52; KK81330.

INTERNATIONAL LATEX CORPORATION ©.

Now try the new Playtex fabric lined
girdle. cCounter display P4603
Tube card. © 2Jan53; KK81417.

x Playtex fabric ...

INTERNATIONAL LATEX CORPORATION ©.

Now, you can comb yourself a complete
haircut at home for only 3¢.

Revolutionary Playtex home hair
cutter. P658. Counter card.

© 25Sep53; KK89837.

INTERNATIONAL LATEX CORPORATION ©.

Now, you can give yourself professional-looking haircuts at home for only 3¢ each. Revolutionary Playtex home hair cutter.

Poster. P537. © 18Mar53; KK84755.

INTERNATIONAL LATEX CORPORATION ©.

Nursery-Pak. (Baby powder, baby
oil) Label. © 30Nov48; KK30335.

INTERNATIONAL LATEX CORPORATION ©.

On TV Playtex presents - Fashion Ma-
gio. (Girdles, pillows, etc.)
Card. © 22Nov50; KK56906.

JAN 22 1951

INTERNATIONAL LATEX CORPORATION ©

On TV presented by Playtex. Fashion
Magic. (Circle) Sheet. © 9Mar51;
KK59679.

APR 2 - 1951

INTERNATIONAL LATEX CORPORATION ©.

On TV presented by Playtex ... Fashion magic, with Ilka Chaso.

[From the New York times, Dec. 11,
1950, p. 36] (Girdle) Sheet.
(9638-L 8019) © 11Dec50; KK56690.

2 2 1251

INTERNATIONAL LATEX CORPORATION ©.

A \$100 gift for only \$2.95. Playtex
home hair cutter. P696. Card.

© 23oct53; KK90290.

INTERNATIONAL LATEX CORPORATION ©.

Only a Playtex girdle lets you feel
as free as this and look as slim
as this. Adv. from Life, May 12,
1952, p. 3. Appl. author: Foote,
Cone and Belding. © 9May52; KK73826.

INTERNATIONAL LATEX CORPORATION ©.

Only a Playtex girdle lets you feel
as free as this, and look as slim
as this. Ceil Chapman. Adv.
from Life, July 28, 1952, p. 3.
Appl. author: Foote, Cone & Belding.
© 25Jul52; KK75879.

INTERNATIONAL LATEX CORPORATION. ©

Only a Playtex girdle lets you feel
as free as this, and look as slim
as this. [Endorsed by] Oleg Cas-
sini. (In Life, Nov. 10, 1952, p.
5) Appl. author: Foote, Cone &
Belding. © 7Nov52; KK96613.

title made.

INTERNATIONAL LATEX CORPORATION. ©

Only a Playtex girdle lets you feel
as free as this, and look as slim
as this. [Endorsed by] Vera Max-
well. (In True story, Sept. 1952,
p. 7) Appl. author: Foote, Cone
& Belding. © 7Aug52; KK95267.

title made.

INTERNATIONAL LATEX CORPORATION. ©

Only a Playtex girdle lets you feel
as free as this, and look as slim
as this. [Endorsed by] Toni Owen.
(In Good housekeeping, Aug. 1952,
p. 129) Appl. author: Foote,
Cone & Belding. © 20Jul52;
KK94728.

INTERNATIONAL LATEX CORPORATION ©.

Only a Playtex girdle lets you feel
as free as this and look as slim
as this. [Marcel Rochas, endor-
ser] Adv. from Life, Dec. 15,
1952, p. 9. Appl. author: Foote,
Cone & Belding. © 12Dec52;
KK80960.

INTERNATIONAL LATEX CORPORATION ©.

Only a Playtex girdle lets you feel
as free as this, and look as slim
as this. cPhilip Mangone, endorser;
bowling strobes Adv. from Life,
Oct. 6, 1952, p. 7. Appl. author:
Foote, Cone and Belding. © 30Oct52;
KK84498.

INTERNATIONAL LATEX CORPORATION ©.

Only a Playtex girdle lets you feel
as free as this, and look as slim
as this. cPierre Balmain, endorser;
jumping rope strobes Adv. from
Life, Aug. 11, 1952, p. 55. Appl.
author: Foote, Cone and Belding.
© 8Aug52; KK84497.

INTERNATIONAL LATEX CORPORATION ©.

Only a Playtex girdle lets you feel
as free as this, and look as slim
as this. Playtex known everywhere
as the girdle in the famous slim
tube. Display card. © 2Jul52;
KK75717.

INTERNATIONAL LATEX CORPORATION ©.

Only a Playtex girdle lets you feel
as free as this, and look as slim
as this. Playtex known everywhere
as the girdle in the famous slim
tube. Poster. © 2Jul52; KK75716.

INTERNATIONAL LATEX CORPORATION ©.

Only a Playtex girdle lets you look
as slim as this candy lets you feel
as free as this. Sheet. © 9May52;
KK73394.

INTERNATIONAL LATEX CORPORATION. ©.

Only a Playtex girdle lets you feel
as free as this, and look as slim
as this. (Women's girdle) Adv.

from Life, June 30, 1952, p. 7.

Appl. author: Foote, Cone & Belding.

© 27Jun52; KK75548.

INTERNATIONAL LATEX CORPORATION ©.

Only a Playtex girdle lets you feel
as free as this ... cPicture of
Adele Simpson endorsing products;
Adv. from Life, Sept. 8, 1952,
p. 7. Appl. author: Foote, Cone
& Belding. © 5Sep52; KK77156.

INTERNATIONAL LATEX CORPORATION. ©

Only creamy liquid latex gives so
much comfort. Milky Way baby
pants stretch without binding.
Special price 49¢ each. P888.
Streamer. © 11Jun54; KK97766.

INTERNATIONAL LATEX CORPORATION ©.

Only Playtex baby oil, powder and
cream contain Thanium. Sheet.

© 15Aug49; KK39616.

INTERNATIONAL LATEX CORPORATION ©.

Only Playtex baby oil, powder and
cream guarantee no diaper rash
or your money back. Poster.

© 2Jan53; KK82081.

Playtex baby oil ...

INTERNATIONAL LATEX CORPORATION ©.

Only Playtex baby oil, powder, cream
give you this guarantee. Sheet
from Life, June 25, 1951, p. 9.
© 25Jun51; KK66945.

1951

revised

INTERNATIONAL LATEX CORPORATION ©.

Only Playtex Dryper keeps your baby
warm and dry ... Baby, is your
world all wet? (Disposable dia-
pers). Sheet. © 25Aug52; KK76813.

INTERNATIONAL LATEX CORPORATION ©.

Only Playtex panties, the stretchy latex panties fit so gently, give such complete waterproof protection. [Blocks] Adv. from Commentary, Dec. 1952, p. 2 of cover. Appl. author: Charles Dallas Reach Co., of New York, inc. © 1Dec52; KK81395.

INTERNATIONAL LATEX CORPORATION ©.

The only snap-on baby pants that
stretch all over for all over com-
fort - Playtex. (Baby products)
Sheet. © 29Aug49; KK40164.

INTERNATIONAL LATEX CORPORATION ©.

The only snap-on baby pants that
stretch all over for all over com-
fort; Playtex. Sheet. © 15Aug49;
KK39617.

INTERNATIONAL LATEX CORPORATION ©.

Only the best is good enough for baby.

Only Playtex baby oil, powder,
cream ... Poster. © 26Jun51;

KK63707.

AUG 1 1951

INTERNATIONAL LATEX CORPORATION ©.

Only the famous Playtex pillow gives
cool sleep like this on the hottest
night. [From Life, June 26, 1950,
p. 3] (Rubber pillows) Sheet.

© 23Jun50; KK51690.

Aug 1 7 1950

INTERNATIONAL LATEX CORPORATION. ©

Only the new Playtex elastic and
nylon Living bra matches the fit,
comfort, and flattery you get from
your Playtex figure-slimming gir-
dle. Ad no. BRG 28. Sheet.

© 12Nov54; KK101817.

INTERNATIONAL LATEX CORPORATION. ©

Only the new Playtex elastic and
nylon Living bra matches the fit,
comfort, and flattery you get from
your Playtex figure-slimming gir-
dle. Ad no. BRG 30. Sheet.

© 12Nov54; KK102270.

titles made.

INTERNATIONAL LATEX CORPORATION ©.

Open before Christmas it's a gift,
a gift from Playtex to you.

(Girdles) Folder. © 100ct52;
KK78825.

INTERNATIONAL LATEX CORPORATION ©.

Our greatest asset: youth, by A. N.
Spanel. [Adv.] (In The New York
Times, June 12, 1949, p. 36)

© 11Jun49; B5-10021.

INTERNATIONAL LATEX CORPORATION ©.

Our national advertising pulls local
traffic for you ... (Latex gir-
dles) Sheet. © 6Apr50; KK48554.

MAY - 5 1950

INTERNATIONAL LATEX CORPORATION ©.

Over 30 o/o of all retail girdle
advertising features Playtex.

Adv. from Women's wear daily,

June 5, 1952, p. 6-7. © 5Jun52;

KK74289.

INTERNATIONAL LATEX CORPORATION. ©
Paint-it-yourself with Playtex Liv-
ing Latex finish. Antique ivory
no. A60. One quart U. S. stand-
ard. Label. © 1Jan54 (in no-
tice: 1953); KK96183.

INTERNATIONAL LATEX CORPORATION. ©
Paint-it-yourself with Playtex Living Latex finish. Pink champagne no. A20. One gallon U. S. standard. Label. © 1Jan54 (in notice: 1953); KK96182.

Playtex.

INTERNATIONAL LATEX CORPORATION ©.

Painting's play the Playtex way.

Sensational new Playtex Living

Latex finish. P736. Folder.

© 11Dec53; KK92226.

INTERNATIONAL PAPER COMPANY. ©

Paper and printing in civilization.
Calendar.

Oct. 1954. Talbot lays the foundation for photoengraving in 1852. © 15Sep54; KK100174.

title made.

INTERNATIONAL LATEX CORPORATION ©.

Paris designers acclaim invisible

Playtex girdle as perfect way to
the "figure of the 1950's". ✓ Sheet.

© 13Feb50; KK46186.

MAR - 7 1950

INTERNATIONAL LATEX CORPORATION ©.

Patented Playtex girdles are traffic
lines that help sell all girdles in
your corset department regardless
of make or price. (Women's rubber
girdles) Sheet. © 11Mar48;
KK21134.

INTERNATIONAL LATEX CORPORATION ©.

Perfect answer to today's high cost
of haircutting. The amazing Playtex
home hair cutter. Sheet. © 26Mar52;
KK72956.

INTERNATIONAL LATEX CORPORATION ©.

Perfect answer to today's high cost
of haircutting. The amazing Play-
tex home hair cutter. Sheet.

© 6Jun52; KK80049.

INTERNATIONAL LATEX CORPORATION ©.

The perfect gift for his or her
Christmas stocking. Sensational
new Playtex home hair cutter.

Sheet. © 24oct52; KK80039.

INTERNATIONAL LATEX CORPORATION ©.

The perfect gift for precious baby,
a complete wardrobe of Playtex
panties. [Mail enclosure 453]
Folder. © 2Jan53; KK81413.

INTERNATIONAL LATEX CORPORATION ©.

Perfect gift for the heads of the
family. Sensational new Playtex
home hair cutter. Sheet.

H701. © 1May53; KK85415.

INTERNATIONAL LATEX CORPORATION. ©

Perfect haircuts guaranteed or your
money back. Now, all your custom-
ers can buy the Playtex home hair-
cutter for a 30-day free trial ...

P752. Envelope. © 7Jan54;

KK93547.

Playtex ... trial.

INTERNATIONAL LATEX CORPORATION. ©

The perfect, wonderful gift for
Mother's day, and at such a practical price. Playtex Heart-Rest
pillows at a low, low 5.95. Ad
no. 5204. Sheet. © 12Mar54;
KK95711.

INTERNATIONAL LATEX CORPORATION. ©

Personal, practical, perfect gift
ideas from Playtex Park. Playtex
home hair cutter [and] Playtex
pillows. [Endorsed by] James
McParland. (In Life, Dec. 14,
1953, p. 10-11) Appl. author:
Foote, Cone & Belding. © 11Dec53;
KK93069.

INTERNATIONAL LATEX CORP.,

Dover, Del.

Phone, wire or write for action.

(Rubber shoulder pads)

© 14Nov47; KK18352.

INTERNATIONAL LATEX CORPORATION. ©

Photo quiz. Whose famous figure is
this? Playtex Living bra. P873.
Pamphlet. © 8Jun54; KK97942.

INTERNATIONAL LATEX CORPORATION ©

The pick of Santa's pack; sensational
new Playtex home hair cutter.

Sheet. © 24Oct52; KK80042.

INTERNATIONAL LATEX CORPORATION ©.

Pink-ice, the newest of the wonderful
Playtex girdles. Folder.

© 1Jul49; KK38312.

INTERNATIONAL LATEX CORPORATION ©.

Pink-ice, the newest of the wonderful
Playtex girdles - amazing ... and
unlike any girdle you have ever
worn. Poster. © 1Jul49; KK38314.

A5 5615

International latex corp.

Planned. [Advertisement] (In
Women's wear daily, New York, Feb. 6,
1947, p. 8)

© International latex corp., Dover,
Del.; 6Feb47; A5 5615.

31Mar47 rs

KK 7777

International latex corporation,
claimant.

... Plastikool sheet. (Waterproof
crib and the like sheet) [Harrison,
N.J., Printed by Reynolds metals co.]
c1946.

box. illus. 9 x 25 x 2 1/2 cm.

Label.

At head of title: Playtex. Waterproof
© 2Dec46; author, Dover, Del.;

KK 7777.

zcr 3-6-47

INTERNATIONAL LATEX CORPORATION ©.

Playtex babies are happier babies ...

Night and day, all through the
year, only Playtex Dryper gives
baby safe comfort ... Safeguard
your baby's health ... cBounc-
ing ball strobes (Pants and pads)

Adv. from Commentary, Feb. 1953,
p. 2 of cover. Appl. author:

Charles Dallas Reach Co., inc.,
of New York. © 4Feb53; KK85181.

INTERNATIONAL LATEX CORPORATION ©
Playtex baby cream. Label. © 12Apr
48; KK22290.

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby needs. Poster.

© 13Aug51; KK65227.

SEP 20 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby needs. Poster.

© 2Nov51; KK67557.

NOV 29 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby needs; guard your
baby's health and comfort.

Dryper pads and panties, baby
oil powder cream, bibs and sheets.
Sheet. © 4Jun51; KK62404.

JUN 22 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby needs. Guard your baby's
health and comfort. Self-serv back
card. © 2Jun52; KK74504.

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby needs. Minimum opening
assortment. P370. Sheet.

© 29May52; KK74497.

INTERNATIONAL LATEX CORPORATION ©,
Playtex baby needs. Minimum opening
assortment. P370A. Sheet.
© 29May52; KK74498.

INTERNATIONAL LATEX CORPORATION ©.
Playtex baby needs. Minimum opening
assortment. P370B. Sheet.
© 29May52; KK74499.

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby needs are gifts that
keep on giving, beautifully gift-
packaged for Christmas. Sheet.

© 26oct51; KK67031.

NOV - 7 1951

INTERNATIONAL LATEX CORPORATION ©
Playtex baby oil. Label. © 12Apr48;
KK22292.

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby oil, powder, cream.

Clip sheet. Here is additional copy
and art material ... Sheet.

© 21Mar52; KK71922.

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby oil, powder, cream.

Clip sheet. Mat no. MU-5.

© 30oct52; KK88031.

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby pants. Sheet. © 9Aug51;

KK64673.

SEP 4 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby pants don't cut circulation. They stretch all over for all-over comfort. Sheet.

© 30Nov51; KK72949.

INTERNATIONAL LATEX CORPORATION ©

Playtex baby powder. Label. © 12Apr

48; KK22291.

INTERNATIONAL LATEX CORPORATION ©.

Playtex baby powder. Label.

© 3May49; KK36188.

INTERNATIONAL LATEX CORPORATION ©.

Playtex beach and shower caps.

Label. © 13Jun51; KK63078.

JUL 1 8 1951

INTERNATIONAL LATEX CORPORATION ©
Playtex beach and shower cap. Label.
© 27Mar48; KK23036.

INTERNATIONAL LATEX CORPORATION ©.

Playtex bibs and sheets. So
sanitary. So comfortable. Poster.

© 2Jan53; KK82084.

INTERNATIONAL LATEX CORPORATION. ©

Playtex bra showroom window no. 1.

P933. Sheet. © 20Aug54;

KK102271.

INTERNATIONAL LATEX CORPORATION. ©

Playtex bust form shown as separate
display unit. Playtex Living bra.
P929. Sheet. © 18Aug54;
KK99208.

INTERNATIONAL LATEX CORPORATION ©.

Playtex contour molded swim cap.

Fits like the hair on your head
and just as comfortable. Label.

© 11Apr52; KK73268.

INTERNATIONAL LATEX CORPORATION. ©

Playtex corseletten belangrijk.

P932. Appl. title: Dutch girdle
instruction sheet. © 3Sep54;

KK100348.

Dutch girdle instruction
sheet.

INTERNATIONAL LATEX CORPORATION. ©

Playtex custom-contours a bra of elastic and nylon. Paris designers Jacques Heim, Madeleine de Rauch, Antonio Castillo recommend it for all fashions. Playtex Living bra. (In Los Angeles times, Oct. 3, 1954, p. 16) Appl. author: Foote, Cone & Belding. © 30ct54; KK100616.

Playtex Living bra.

INTERNATIONAL LATEX CORPORATION ©.

Playtex customized pillows for
sound healthful sleep ... Poster.

© 12Sep52; KK77635.

INTERNATIONAL LATEX CORPORATION ©.

✓ Playtex de luxe Superfoam cushion. ✓

[Blue] Label. © 30Jan50; KK47057.

MAR 29 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex does it again! Dover, Del.,

©1950. 1 v., illus. © 15Jul50;

AA160704.

SEP 25 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex Dress-ees. Playtex baby
lotion ... MU7. Sheet. © 2Jan53;
KK89431.

INTERNATIONAL LATEX CORPORATION ©.
Playtex Dress-ees baby pants. Label.
© 16Mar51; KK60090.

APR 23 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex Dress-Eez colorful plastic
panties. (Baby pants) Poster.

© 2Jan53; KK82085.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Dryper. Clean, snowy-white ...

(Disposable diaper pads) Sheet.

(B58) © 16Feb51; KK60280.

APR 3 0 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex Dryper. Clip sheet. Here is
additional copy and art material on
Playtex Dryper. (Baby needs) Sheet.

© 21Mar52; KK71924.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Dryper. Clip sheet.

Mat no. MU-4. (Baby needs)

© 30ct52; KK88032.

INTERNATIONAL LATEX CORPORATION ©
Playtex Dryper. Here they are. (Dis-
posable diapers) Sheet. (B57)
© 16Feb51; KK60279.

APR 3 0 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex Dryper; the modern, easy,
safer diapering method helps
prevent diaper rash. (Dis-
posable diaper pads) Sheet.

© 19Apr51; KK61765.

AUG 23 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex Dryper keeps baby clean,
dry, protected. (Diapering
garment) Poster. © 2Jan53;
KK82087.

INTERNATIONAL LATEX CORPORATION ©.
Playtex Dryper service certificate.
(Diapers) Sheet. © 9Aug51;
KK65104.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.
Playtex Dryper service certificate.
(Diapers) Sheet. © 30Oct51;
KK67032.

NOV - 7 1951

INTERNATIONAL LATEX CORPORATION ©.
Playtex Fab-Lined girdles. Card.
(P194) © 30Mar51; KK60277.

APR 3 0 1951

INTERNATIONAL LATEX CORPORATION ©.
Playtex Fab-Lined invisible living
girdle ... panty style. Label.
© 16Aug50; KK54366.

OCT 31

INTERNATIONAL LATEX CORPORATION ©
Playtex Fab-Lined invisible living
girdle ... panty style with seam-
less garters. Label. © 16Aug50;
KK54365.

001 31 1950

INTERNATIONAL LATEX CORPORATION ©.
Playtex Fab-Lined invisible living
girdle ... with seamless garters.
Label. © 16Aug50; KK54367.

OCT 31 1950

INTERNATIONAL LATEX CORPORATION. ©

Playtex figure consultant. Get your
free figure analysis today, look
and feel better tomorrow. Ad no.
G417. (Girdles) Sheet.
© 23Apr54; KK95701.

Figure consultant.

INTERNATIONAL LATEX CORPORATION ©.

Playtex finger forming mitts. Label.

© 26Nov48; KK29648.

INTERNATIONAL LATEX CORPORATION ©.

Playtex flushable Dryper pads; large
size. (Disposable diaper pads)

Label. © 15May50; KK50345.

JUN 26 1950

INTERNATIONAL LATEX CORPORATION ©

Playtex flushable Dryper pads; regular size. (Disposable diaper pads)
Label. © 15May50; KK50344.

JUN 2 8 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex for cool, deep sleep; the
pillow that's absolutely allergy-
free! [From Life, Aug. 21, 1950,
p. 59] (Rubber foam pillow) Sheet.
© 18Aug50; KK52886.

SEP 15 1950

INTERNATIONAL LATEX CORPORATION. ©

A Playtex gift for precious baby.

P937. Appl. title: Cards for
baby pillow self serv unit.

© 24Sep54; KK100347.

INTERNATIONAL LATEX CORPORATION ©.

Playtex girdle window display no. 9.

cP626 Sheet. © 26Jun53; KK86985.

INTERNATIONAL LATEX CORPORATION. ©

Playtex girdle window display no. 10.

P797. Sheet. © 5Mar54; KK94718.

INTERNATIONAL LATEX CORPORATION ©.

Playtex gives a slender new figure in
new comfort. (Latex girdles)

Sheet. © 16Mar51; KK61767.

MAY 24 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex Glovelies. Beauty magic
for hands at work. (Gloves)

Label. © 27Feb53; KK86927.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Glovelies. Beauty magic
for hands at work. Size, small.

(Gloves) Label. © 23Jan53;

KK82299.

INTERNATIONAL LATEX CORPORATION ©

Playtex guarantees you the best
sleep of your life, or your
money back. (Latex pillows)
Sheet. © 20Apr51; KK62046.

MAY 3 1 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex guards your baby's health and
comfort. Won't you stop in ...

(Post card. Baby oil, powder,
cream) Card. © 18Oct51; KK67043.

NOV - 5 1951

INTERNATIONAL LATEX CORPORATION. ©

Playtex Happy [baby] pants.

© 16Jul54; KK100340.

INTERNATIONAL LATEX CORPORATION. ©

Playtex Happy pants for happier
babies. Ad no. B180. Sheet.

© 16Jul54; KK100359.

INTERNATIONAL LATEX CORPORATION. ©
Playtex Heart-Rest pillows. P828.
Specification sheet. © 23Apr54;
KK95702.

INTERNATIONAL LATEX CORPORATION ©.

Playtex home hair cutter. 100 o/o safe
for men, women and children ...

Sheet. © 8Mar52; KK73591.

INTERNATIONAL LATEX CORPORATION. ©

Playtex home haircutter and make-up
cape. P931. [Package insert]

Card. © 20Aug54; KK99780.

INTERNATIONAL LATEX CORPORATION. ©

Playtex home hair cutter, greatest
invention since the safety razor.
P785. Sheet. © 1Mar54; KK94234.

INTERNATIONAL LATEX CORPORATION ©.

Playtex horoscope bib. Know your baby
by his lucky star. Label.

© 16Dec48; KK31797.

INTERNATIONAL LATEX CORPORATION ©.

Playtex horoscope bib. Know your baby
by his lucky star. (Bibs) Card.

© 7Sep50; KK65110.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex horoscope chart. (Infants'
apparel and accessories) Card.

Jan. 21 to Feb. 19. © 10Feb49;

KK32511.

Feb. 20 to Mar. 20. © 10Feb49;

KK32512.

Mar. 21 to Apr. 20. © 10Feb49;

KK32513.

Apr. 21 to May 21. © 10Feb49;

KK32514.

INTERNATIONAL LATEX CORPORATION ©.
Playtex horoscope chart. Card 2.

May 22 to June 21. © 10Feb49;

KK32522.

June 22 to July 23. © 10Feb49;

KK32521.

July 24 to Aug. 23. © 10Feb49;

KK32520.

Aug. 24 to Sept. 23. © 10Feb49;

KK32519.

INTERNATIONAL LATEX CORPORATION ©.
Playtex horoscope chart. Card 3.

Sept. 24 to Oct. 23. © 10Feb49;

KK32518.

Oct. 24 to Nov. 22. © 10Feb49;

KK32517.

Nov. 23 to Dec. 22. © 10Feb49;

KK32516.

Dec. 23 to Jan. 20. © 10Feb49;

KK32515.

INTERNATIONAL LATEX CORPORATION ©.

Playtex insures healthier, more
restful sleep. (Pillows) Sheet
from Life, Aug. 13, 1951, p. 5.

© 10Aug51; KK64865.

SEP 10 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex insures healthier, more rest-
ful sleep. (Pillows) Sheet from
Look, Sept. 11, 1951, p. 7.

© 28Aug51; KK65061.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.
Playtex invisible girdles. Sheet.
© 9Feb51; KK58785.

MAR 12 1951

A5 5772

International latex corp.

Playtex is a precision garment.
[Advertisement] (In Women's wear
daily, New York, Feb. 13, 1947, p. 6-10)

© author, Dover, Del.; 13Feb47;
A5 5772.

25Mar47 rs

International latex corp., claimant.

Playtex is a precision garment.
(Women's rubber girdles) [New York,
Printed by Women's wear co.] c1947.
clipping.

Print.

©International latex corp., Dover,
Del; 13Feb47; KK12265.

elg 7-21-47

INTERNATIONAL LATEX CORPORATION ©.

Playtex is pushed around plenty at
Kohl Brothers Supermarket, and
they love it because sales were
pushed up to a 148°/° increase.
(Baby needs) Folder. © 21Mar52;
KK71925.

INTERNATIONAL LATEX CORPORATION. ©

Playtex Living bra. A guide for

Playtex operators. P875.

[Salesmen's manual] Sheets.

© 11Jun54; KK99188.

INTERNATIONAL LATEX CORPORATION. ©

Playtex Living bra, custom-contoured
as though fashioned for you alone.

Ad no. BR20. Sheet. © 50ct54;

KK100618.

INTERNATIONAL LATEX CORPORATION. ©
Playtex Living bra display. P928.
Sheet. © 18Aug54; KK99207.

INTERNATIONAL LATEX CORPORATION. ©

Playtex Living bra, elastic & nylon.

Gives and lives with you, never
against you. Label. © 14Jun54;

KK100796.

INTERNATIONAL LATEX CORPORATION. ©

Playtex Living brassiere. A new bra
that will be presented to the wom-
en of America ... P921. Appl.
title: Playtex bra instruction
sheet. © 6Aug54; KK99155.

INTERNATIONAL LATEX CORPORATION. ©

Playtex Living fabric-lined latex
gloves promise you softer, smoother,
lovelier hands in 9 days. Ad
no. B190. [Hand & glove] Sheet.
© 24Sep54; KK100351.

INTERNATIONAL LATEX CORPORATION. ©

Playtex Living fabric-lined latex
gloves promise you softer, smooth-
er, lovelier hands in 9 days. Ad
no. B191. [One rubber glove]
Sheet. © 24Sep54; KK100350.

A5 5621

International latex corp.

The Playtex living girdle. [Advertisement] (In Women's wear daily, Feb. 6, 1947, p. 16)

© International latex corp., Dover, Del.; 6Feb47; A5 5621.

31Mar47 rs

INTERNATIONAL LATEX CORPORATION ©.

Playtex; living girdle. Folder.

© 28Apr50; KK49409.

MAY 26 1950

KK 8574

International latex corporation, claim-
ant.

Playtex living girdle; always fresh!
(Women's rubber girdles) [New York,
Printed by Women's wear co.] cl947.
clipping.

Print.

© 16Jan47; author, Dover, Del.;
KK 8574.

afp 27Feb47

KK 8575

International latex corporation, claim-
ant.

Playtex living girdle; gives firm
control with freedom. (Women's rubber
girdles) [New York, Printed by Women's
wear co.] c1947.

clipping.

Print.

© 16Jan47; author, Dover, Del.;

KK 8575.

afp 27Feb47

KK10530

International latex corp., claimant.

Playtex living girdle; porous like
your own skin. (Women's rubber girdles)
[New York, Printed by Women's wear co.]
c1947.

clipping.

Print.

© author, Dover, Del.; 16Jan47;
KK10530.

11Mar47 rs

KK10531

International latex corp., claimant.

Playtex living girdle; the only
girdle with an all-way stretch.

(Women's rubber girdles) [New York,
Printed by Women's wear co.] c1947.
clipping.

Print.

© author, Dover, Del.; 9Jan47;
KK10531.

11Mar47 rs

International latex corporation.

Playtex living girdle, a low priced quality staple for the masses. [Advertisement] (In Women's wear daily, New York, Jan. 23, 1947, p. 15)

© International latex corp., Dover, Del.; 23Jan47; A5 5418.

afp 28Mar47

International latex corporation.

Playtex living girdle facts are
checkable facts. [Advertisement]
(In Women's wear daily, New York,
Jan. 23, 1947, p. 5)

© International latex corp., Dover,
Del.; 23Jan47; A5 5412.

afp 24Jun47

KK 10332

International latex corporation, claimant.

... Playtex living girdle in slim
silvery tubes ... (Women's rubber
Girdles) [New York, Printed by Women's
wear co.]cl947.

clipping.

Print.

At head of title: Porous like your
own skin, it lives and breathes with you

...

© 6Feb47; author, Dover, Del.;

KK 10332.

elg3-3-47

International latex corporation.

Playtex living girdle in slim
silvery tubes; action. [Advertisement]
(In Women's wear daily, New York, Jan.
16, 1947, p. 5)

© International latex corp., Dover,
Del.; 16Jan47; A5 5420.

afp 28Mar47

International latex corporation.

Playtex living girdle in slim silvery tubes; as reported by Women's wear daily. [Advertisement] (In Women's wear daily, New York, Jan. 16, 1947, p. 7)

© International latex corp., Dover, Del.; 16Jan47; A5 5422.

aip 28Mar47

International latex corporation.

Playtex living girdle in slim silvery tubes; headlines in The New York times. [Advertisement] (In Women's wear daily, New York, Jan. 16, 1947, p. 6)

© International latex corp., Dover, Del.; 16Jan47; A5 5421.

afp 28Mar47

International latex corporation.

Playtex living girdle in slim silvery tubes; in the New York herald tribune. [Advertisement] (In Women's wear daily, New York, Jan. 16, 1947, p. 8)

© International latex corp., Dover, Del.; 16Jan47; A5 5423.

afp 28Mar47

KK 8254

International latex corporation, claimant.

Playtex living girdle porous like your
own skin ... (Women's rubber girdles)

[New York, Printed by Women's wear co.]

c1947.

clipping.

Print.

© 9Jan47; author, Dover, Del.; KK 8254.

pam 2-13-47

KK 8252

International latex corporation, claim-
ant.

Playtex living girdle sells on sight
... (Women's rubber girdles) [New
York, Printed by Women's wear co.] c1947

clipping.

Print.

© 9Jan47; author, Dover, Del.; KK
8252.

pam 2-13-47

KK 8253

International latex corporation, claimant.

Playtex living girdle smooths wherever
it touches. (Women's rubber girdles)
[New York, Printed by Women's wear co.]

c1947.

clipping.

Print.

© 9Jan47; author, Dover, Del.; KK 8253.

pam 2-13-47

KK 8573

International latex corporation, claimant.

Playtex living girdle .. the only girdle
with an all-way stretch. (Women's rubber
girdles) [New York, Printed by Women's wear
col] cl947.

clipping.

Print.

© 16Jan47; author, Dover, Del.; KK 8573.

pam 3-13-47

International latex corp.

Playtex living girdle ... write, wire
or phone. [Advertisement] (In Women's
wear daily, New York, Jan. 16, 1947, p. 16)

© International latex corp., Dover, Del.;
16Jan47; B5 265.

8Jul47 rs

INTERNATIONAL LATEX CORPORATION ©
Playtex Living girdles. Card. (P-
196) © 30Mar51; KK60276.

APR 3 0 1951

KK 10333

International latex corporation, claimant
Playtex living girdles acclaimed the
retail success story of 1947 ... (Wom-
en's rubber girdles) [New York, Printed
by Women's wear co.]cl947.
clipping.

Print.

(C)6Feb47; author, Dover, Del.;
KK 10333

elg 3-3-47

International latex corporation.

Playtex living girdles, action for
those who act. [Advertisement] (In
Women's wear daily, New York, Jan 23,
1947, p. 16)

© International latex corp., Dover,
Del.; 23Jan47; A5 5419.

afp 28Mar47

International latex corporation.

Playtex living girdles, action that
sells all makes of girdles ... [Adver-
tisement] (In Women's wear daily, New
York, Jan. 30, 1947, p. 18)

④ International latex corp., Dover,
Del.; 30Jan47; A5 5431.

afp 28Mar47

INTERNATIONAL LATEX CORPORATION ©.

✓ Playtex Living girdles for the slim
supple figure of 1950. ✓ Poster.

© 10Jan50; KK45232.

FEB 7 1950

INTERNATIONAL LATEX CORPORATION. ©
Playtex Living gloves, the newest
and best industrial glove for men
and women. P972. Sheet.
© 220ct54; KK101517.

Living gloves.

INTERNATIONAL LATEX CORPORATION. ©

Playtex Living Latex finish. P735.

[16 colors] (Paint) Sheet.

© 30Nov53; KK93540.

INTERNATIONAL LATEX CORPORATION C.

Playtex means action. Dover, Del.,

c1949. 1 v., illus. © 29Dec49;

AA147882.

APR 26 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex mitts. Hand savers. Mani-
cure savers. Card. P 618.

8Jul53; KK87388.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Mitts; hand savers, manicure
savers, they form their own
fingers. Label. © 16May51;
KK62174.

JUN - 1 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex mitts with the non-slip surfaces! Sheet. © 3Jan49 (in notice: 1948); KK31318.

INTERNATIONAL LATEX CORPORATION ©.
Playtex nylon Party-Pants for
little dress-ups. (Baby pants)
Poster. © 2Jan53; KK82083.

INTERNATIONAL LATEX CORPORATION ©.

Playtex outsells all other brands of
baby pants. Adv. from Super market
merchandising, Sept. 1952, p. 81.
Appl. author: Chas. Dallas Reach
Co., inc. © 1Sep52; KK81389.

INTERNATIONAL LATEX CORPORATION ©.

Playtex panties. Clip sheet. Mat no.

MU-6. © 30ct52; KK88035.

INTERNATIONAL LATEX CORPORATION ©.

Playtex panties. Clip sheet. Here is
additional art and copy material
for Playtex panty ads ... Sheet.

© 21Mar52; KK71923.

INTERNATIONAL LATEX CORPORATION.©
Playtex pants. (Rubber baby pants)
Sheet. © 13Apr48; KK22100.

INTERNATIONAL LATEX CORPORATION. ©
Playtex panty briefs control those
calorie curves. P791. [Stuffer]
(Girdles) Sheet. © 24Feb54;
KK95228.

INTERNATIONAL LATEX CORPORATION. ©

Playtex panty briefs control those
calorie curves. Invisible Playtex
Living panty brief. Ad no. G410.
(Girdles) Sheet. © 24Feb54;
KK95724.

INTERNATIONAL LATEX CORPORATION. ©

Playtex panty briefs control those
calorie curves. Under your sheer-
est clothes, Playtex fabric-lined
panty brief ... Ad no. G409.

(Girdles) Sheet. © 24Feb54;

KK95723.

INTERNATIONAL LATEX CORPORATION. ©

Playtex panty briefs control those
calorie curves. With Magic Con-
troller's hidden finger panels
... P793. (Girdles) Counter
card. © 24Feb54; KK95734.

INTERNATIONAL LATEX CORPORATION. ©
Playtex panty briefs control those
calorie curves. Wonder White
panty brief, the newest Playtex
Magic-Controller. Ad no. G408.
(Girdles) Sheet. © 24Feb54;
KK95721.

Panty brief.

INTERNATIONAL LATEX CORPORATION ©.
Playtex party pants. (Waterproof
baby pants) Label. © 5Mar49;
KK35428.

INTERNATIONAL LATEX CORPORATION ©.

The Playtex pillow. Sweet dreams
for your first sweetheart. Give
her the Playtex pillow. Super-
foam. Sheet. © 1May51; KK61763.

AUG 23 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex pillows. Folder. © 30Aug51;

KK65223.

SEP 20 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex pillow, the only pillow with
the Gold Seal guarantee. Folder.
(P163) © 3Nov50; KK56909.

JAN 22 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex pillows give you cool, health-
ful sleep every night! [From Life,
July 24, 1950, p. 55] Sheet.

© 21Jul50; KK52608.

SEP 12 1950

INTERNATIONAL LATEX CORPORATION ©.
Playtex pillows ... stays cool and
fresh. Superfoam. Sheet.
© 14Jun50; KK51020.

JUL 18 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex Pink-Ice. [Streamer]

(Latex girdles) Sheet.

© 15May51; KK62047.

MAY 31 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex Pink Ice girdle ... makes
you inches slimmer, trimmer in
cool comfort. Sheet. © 22Feb51;
KK63077.

JUL 1 8 1951

INTERNATIONAL LATEX CORPORATION ©

Playtex Pink-Ice girdles. Card. (P-
195) © 30Mar51; KK60278.

APR 3 0 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex pink-ice invisible Living
girdle. Panty style. Label.

© 23Jun49; KK38496.

INTERNATIONAL LATEX CORPORATION ©.

Playtex pink-ice invisible Living
girdle, panty style with seamless
garters. Label. © 23Jun49;
KK38498.

INTERNATIONAL LATEX CORPORATION ©.
Playtex pink-ice invisible Living
girdle, with seamless garters.
Label. © 23Jun49; KK38497.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Pink-Ice success story of
a new kind of girdle that gives
young life to your figure.

Sheet. © 7Nov49; KK42563.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Pink-Ice takes the summer
out of summer. [Broadside]
(Latex girdles) Sheet.

© 4 May 51; KK62048.

MAY 31 1951

INTERNATIONAL LATEX CORPORATION ©

Playtex Pink-Ice takes the summer
out of summer, gives you daily
fashion tie-in sales. (Women's
girdles) Broadside. © 9Jun51;
KK63076.

JUL 1 8 1951

INTERNATIONAL LATEX CORPORATION ©

Playtex plastikool sheet. (Crib
sheets) "~~Sheet~~ © 11Aug47; KK19100.
Label.

INTERNATIONAL LATEX CORPORATION ©.

/ Playtex presents the figure of the
1950's. (Girdles) Sheet.

© 10Dec49 (in notice: 1950);

KK43796.

INTERNATIONAL LATEX CORPORATION ©.

✓ Playtex presents the "Figure of the
1950's". (Latex girdles) Sheet.

© 16Jan50; KK45447.

FEB 1 0 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex promotion plan for fall.

Month after month, Playtex local
plus national saturation adver-
tising reaches more of your cus-
tomers ... (Girdles) Sheet.

© 3Jul52; KK75715.

INTERNATIONAL LATEX CORPORATION ©.

Playtex promotion work sheet,

January to June 1952. Concentrate
and coordinate your store promotions
on the girdle brand ... Sheet.

© 10Jan52; KK70051.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION.

Playtex pulls gift traffic and
real volume. Appl. title:
Pillow Christmas presentation
book. © International Latex
Corp.; 11Oct54; A157943.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Reversa-color de luxe Super-
foam cushion. [Pink] Label.

© 30Jan50; KK47059.

MAR 24 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex scoops the girdle world.

Invisible Playtex fab-lined girdles
with exclusive new Adjust-All gar-
ters. Adv. from Life, Apr. 14,
1952, p. 7. Appl. author: Foote,
Cone and Belding. © 11Apr52;
KK72699.

INTERNATIONAL LATEX CORPORATION ©.
Playtex self-serv cdisplaya P532.
(Women's apparel) Sheet.
© 23Jan53; KK81967.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Self-Serv pillow display
(revised) Instructions for trans-
forming present pillow racks to
effectively display new boxes.
Sheet. © 21Feb52; KK70836.

MAR 24 1952

INTERNATIONAL LATEX CORP.,

Dover, Del.

Playtex shoulder pads. © 7Nov47;

KK17736.

INTERNATIONAL LATEX CORP.,

Dover, Del.

Playtex shoulder pads. © 14 Nov 47;

KK18351.

INTERNATIONAL LATEX CORPORATION ©.

Playtex super-merchandiser product
arrangement. P655. (Baby needs)
Sheet. © 21Aug53; KK88600.

INTERNATIONAL LATEX CORPORATION. ©

Playtex super-merchandiser product
arrangement (including silk pants)

P906. (Baby needs) Sheet.

© 28Jun54; KK97938.

INTERNATIONAL LATEX CORPORATION ©.

✓ Playtex Superfoam cushion. ✓ [Stuffer]
Folder. © 30Dec49 (in notice:
1950); KK47063.

MAR 29 1950

INTERNATIONAL LATEX CORPORATION ©.

✓ Playtex Superfoam cushion, a new
Playtex product ... Specifications.
Sheet. © 30Dec49 (in notice: 1950);
KK47064.

MAR 29 1950

INTERNATIONAL LATEX CORPORATION ©.

✓ Playtex Superfoam cushion; such comfort! ✓ [Streamer] Poster.

© 30 Dec 49 (in notice: 1950);
KK47065.

MAR 29 1950

INTERNATIONAL LATEX CORPORATION ©.
Playtex Superfoam pillow. Gold Seal
guarantee. Label. © 31 Jan 51;
KK58884.

MAR 16 1951

INTERNATIONAL LATEX CORPORATION ©
Playtex Superfoam pillow; Gold Seal
guarantee. Sheet. © 31Jan51;
KK59296.

MAR 23 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex Superfoam pillow. Playtex
Superfoam pillows, Gold Seal guaran-
tee. Poster. (P165) © 3Nov50;
KK56904.

JAN 22 1951

INTERNATIONAL LATEX CORPORATION ©
Playtex Superfoam pillow. [Streamer]
Sheet. © 17 Apr 51; KK62045.

MAY 3 1 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex Superfoam pillow gold seal
guarantee. The Playtex pillow is
the only pillow that carries the
gold seal guarantee. Sheet.

© 29Feb52; KK72208.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Superfoam pillows, for
every purse and person. Dover,
Del., c1950. 1 v., illus.

© 10Mar50; AA147884.

APR 26 1950

INTERNATIONAL LATEX CORPORATION ©
Playtex Superfoam pillows; now in 2
heights. [Streamer] Sheet.
© 14Apr50; KK48770.

MAY 17 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex Superfoam shoulder pads.

[Silver box with rose colored band]

Label. (1-V-2-49) © 18Mar49;

KK41245.

INTERNATIONAL LATEX CORPORATION ©
Playtex Superfoam shoulder pads.
Sheet. © 10Apr50; KK48759.

MAY 12 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex Superfoam shoulder pads.

[White box with light-blue band]

Label. (5-V-2-49) © 18Mar49;

KK41246.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Superfoam shoulder pads.

[White box with rose colored band]

Label. (6-V-2-49) © 18Mar49;

KK41244.

INTERNATIONAL LATEX CORPORATION ©

Playtex Superfoam shoulder pad ward-
robe. Sheet. © 26Oct49; KK42398.

INTERNATIONAL LATEX CORPORATION ©.

Playtex super-merchandiser product
arrangement (including Happy pants)
P710. (Baby needs) Sheet.

© 5Nov53; KK91858.

INTERNATIONAL LATEX CORPORATION ©.

Playtex swim and shower caps.

Label. © 13Jun51; KK63079.

JUL 1 8 1951

INTERNATIONAL LATEX CORPORATION ©

Playtex swim and shower caps for pool,
beach and shower. Card. (8Pl28)

© 12May50; KK49917.

JUN 1 6 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex swim and shower caps used by
the United States Olympic team.

Card. © 12May50; KK49913.

JUN 1 6 1950

INTERNATIONAL LATEX CORPORATION ©

Playtex ... swim cap. Label. ©

27Mar48; KK23035.

INTERNATIONAL LATEX CORPORATION ©.

Playtex swim cap information sheet.

P517. Nationally advertised Playtex presents a varied line of swim caps that have been consumer-accepted and profit-tested.

Sheet. © 23Jan53; KK81968.

INTERNATIONAL LATEX CORPORATION ©.

Playtex swim cap self-serv. Playtex
shower cap self-serv. Poster.

© 22Jun51; KK63709.

AUG 1 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex, the girdle of the stars,
for the enchanted silhouette ...
Poster. © 29Dec52; KK80675.

INTERNATIONAL LATEX CORPORATION.

Playtex, the girdle of the stars,
for the enchanted silhouette,
as editorially featured in Modern
screen. Sheet. © 29Dec52;
KK80826.

INTERNATIONAL LATEX CORPORATION ©.
Playtex, the sleepingest pillow in
the world. [From Look, Mar. 27,
1951, p. 7] Sheet. © 13Mar51;
KK59755.

APR - 6 1951

INTERNATIONAL LATEX CORPORATION ©.
Playtex, the sleepingest pillow in
the world now gives you this 8
point guarantee. [From Life, Mar.
26, 1951, p. 11] Sheet.
© 23Mar51; KK60059.

APR 23 1951

INTERNATIONAL LATEX CORPORATION ©
Playtex town & country Superfoam
cushion. [Yellow] Label.
© 30Jan50; KK47058.

MAR 24 1950

INTERNATIONAL LATEX CORPORATION ©.
Playtex, Vest-Pak. (Latex tobacco
pouches) Poster. © 2Jun49;
KK36857.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Vest-Pak tobacco pouch.

Label. © 2900t48; KK29647.

INTERNATIONAL LATEX CORPORATION ©.

Playtex Vest-Pak. (Tobacco pouch)

Sheet. © 3Jan49 (in notice: 1948);

KK31319.

INTERNATIONAL LATEX CORPORATION ©

Playtex, water proof, Dryper panty
for use only with Playtex flushable
Dryper pads. (Baby pants) Label.

© 15May50; KK50342.

JUN 2 6 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex waterproof panties. Always
keep your baby Socially Accept-
able. Poster. © 2Jan53; KK82082.

INTERNATIONAL LATEX CORPORATION ©.

Playtex waterproof panties made of
creamy latex. Never out circula-
tion. (Baby pants) Poster.

© 2Jan53; KK82088.

INTERNATIONAL LATEX CORPORATION. ©

Playtex water-proofed silk panties.

Ad no. B177. Sheet. © 11Jun54;

KK97763.

INTERNATIONAL LATEX CORPORATION. ©

Playtex waterproofed silk panty.

Accurate sizes to fit all babies.

P850. Counter display.

© 28Jun54; KK98388.

INTERNATIONAL LATEX CORPORATION. ©

Playtex waterproofed silk panty.

Extra large = 24 lbs. and up.

Label. Appl. author: Silk panty
box. © 11Jun54; KK98535.

INTERNATIONAL LATEX CORPORATION ©.
Playtex Wave-Gard caps, for beach
and shower. Display card. ©
26Jan48; KK19702.

INTERNATIONAL LATEX CORPORATION ©.

Playtex, world's largest selling baby
pants. [From N. A. R. D. Journal,
Mar. 5, 1951, p. 392] Sheet.

© 5Mar51; KK59753.

APR - 6 1951

INTERNATIONAL LATEX CORPORATION ©.

Platex. World's largest selling
girdle. Folder. © 29Dec52;
KK80680.

INTERNATIONAL LATEX CORPORATION ©.

Playtex, world's most modern pillow,
presents 6 important reasons why
your customers will choose Playtex
Customized pillows. Sheet. P 614.
© 30Jun53; KK87387.

INTERNATIONAL LATEX CORPORATION ©.

Playtex, world's only Gold Seal guaranteed pillow gives cooler, more restful sleep! [From Good housekeeping, Oct. 1950, p. 7] (Latex foam rubber pillow) Sheet.

© 20Sep50; KK54799.

NOV 10 1950

INTERNATIONAL LATEX CORPORATION ©.

Playtex, world's only Gold Seal guarantee pillow, protects your family against germ reinfection. (Rubber foam pillows) Sheet from Life, Apr. 16, 1951, p. 5. © 13Apr51; KK66993.

NOV - 7 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex, world's only money-back guarantee baby oil, powder and cream.

[From N. A. R. D. Journal, Feb. 19, 1951, p. 315] Sheet. © 19Feb51;

KK59754.

APR - 6 1951

INTERNATIONAL LATEX CORPORATION ©.

Playtex world's sleepingest pillow
now protects your family with this
8 point guarantee! Playtex
superfoam pillow. Adv. from
Better homes and gardens, Apr. 1951,
p. 36. Appl. author: Foote, Cone
& Belding. © 21Mar51; KK69822.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION ©.

Playtex, world's sleepingest pillow
now protects your family with this 8
point guarantee. Playtex Superfoam
pillow. No other pillow, foam or
feather, gives you this gold seal
guarantee ... Adv. from Better
homes & gardens, Apr. 1951, p. 36.
© 23Mar51; KK69552.

FEB 15 1952

INTERNATIONAL LATEX CORPORATION. ©

Please distribute this card to your
infants' wear department sales-
clerks, to help them sell more
Milky Way baby pants for you.

P877. Appl. title: Instruction
booklet. Folder. © 11Jun54;
KK97762.

INTERNATIONAL LATEX CORPORATION.

The practical gift for baby.

KK80057. SEE Milky Way Products
Corporation.

INTERNATIONAL LATEX CORPORATION ©

✓ ... presents the two sleepingest pillows in the world; ✓ Playtex ... Superfoam pillows. ✓ Sheet. (5019)

© 15Mar50; KK47456.

APR 18 1950

INTERNATIONAL LATEX CORPORATION ©.

Pretty enough to trim the tree.

Give a Playtex panty wardrobe.

Adv. from the New York times
magazine, Nov. 30, 1952, p. 2.

Appl. author: Charles Dallas
Reach Co., inc., of New York.

© 30Nov52; KK81391.

INTERNATIONAL LATEX CORPORATION. ©

Prevent damage to your hands from
harsh detergents, cleansers,
household bleaches. Wear Playtex
Living gloves. P938. Streamer.
© 10Sep54; KK100250.

Playtex Living

gloves.

INTERNATIONAL LATEX CORPORATION ©.

Prevent diaper rash with the new
miracle antiseptic, Thanium con-
tained only in Playtex, baby oil,
powder, cream. Sheet. © 25Jul49;
KK39139.

INTERNATIONAL LATEX CORPORATION. ©

Product arrangement for Playtex
self-serv floor merchandiser no.
584. P973. (Baby needs) Sheet.
© 15Oct54; KK100804.

INTERNATIONAL LATEX CORPORATION. ©

Product information sheet. New

Playtex Living fabric-lined latex
gloves. P766. © 1Mar54;

KK94719.

INTERNATIONAL LATEX CORPORATION. ©

Product information sheet. New
Playtex Living fabric-lined latex
gloves. P817. © 24Mar54;
KK95732.

title made.

INTERNATIONAL LATEX CORPORATION ©.

Professional double-edge Playtex stainless blade. Playtex stainless blades need no wiping yet won't rust.

Label. © 27Dec51; KK74102.

INTERNATIONAL LATEX CORPORATION. ©

Profits go hand-in-glove with Play-
tex (Playtex gloves, that is)

P847. Self-mailer. © 28May54;

KK96997.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans. (Baby needs, girdles,
pillows & hair cutters) Calendar.

Sept. 1952. © 8Aug52; KK76320.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans. (Pillows, pads,
girdles, baby garments and products)
Sheets.

Jan. 1950	[a]	© 29Dec49;	KK48555.
Jan. 1950	[b]	© 29Dec49;	KK48556.
Feb. 1950	[a]	© 29Dec49;	KK48557.
Feb. 1950	[b]	© 29Dec49;	KK48558.
Mar. 1950	[a]	© 29Dec49;	KK48559.
Mar. 1950	[b]	© 29Dec49;	KK48560.
Apr. 1950	[a]	© 10Mar50;	KK48561.
Apr. 1950	[b]	© 10Mar50;	KK48562.
May 1950	[a]	© 3Apr50;	KK48563.

Cont. on next card

MAY 5 1950

INTERNATIONAL LATEX CORPORATION ©.
Promotion plans. Sheets. (Card 2)

May 1950 [b] © 3Apr50; KK48564.

MAY - 5 1950

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans; Playtex calendar.
(Girdles, baby needs, latex pillows,
etc.) Sheet.

Sept. 1950. © 11Aug50; KK52813.

SEP 15 1950

INTERNATIONAL LATEX CORPORATION ©.
Promotion plans; product calendar.
(Girdles, baby needs, latex pillows,
etc.) Sheet.
Sept. 1950. © 11Aug50; KK52814.

SEP 15 1950

INTERNATIONAL LATEX CORPORATION ©

Promotion plans; Playtex calendar.
(Girdles, baby needs, latex pillows,
etc.) Sheet.

Oct. 1950. © 25Aug50; KK52816.

SEP 1 5 1950

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans; product calendar.

(Girdles, baby needs, latex pillows,
etc.) Sheet.

Oct. 1950. © 25Aug50; KK52812.

SEP 1 5 1950

INTERNATIONAL LATEX CORPORATION ©

Promotion plans; product calendar.

(Girdles, baby needs, latex pillows,
etc.) Sheet.

Nov. 1950. © 1300t50; KK55623.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©
Promotion plans; Playtex calendar.
(Girdles, baby needs, latex pillows,
etc.) Sheet.
Nov. 1950. © 13Oct50; KK55624.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©
Promotion plans; product calendar.
(Girdles, baby needs, latex pillows,
etc.) Sheet.
Dec. 1950. © 10Nov50; KK55622.

NOV 29 1950

INTERNATIONAL LATEX CORPORATION ©.
Promotion plans; product calendar.
(Girdles, baby needs, latex pillows,
etc.) Sheet.
Apr. 1951. © 23Feb51; KK59189.

MAR 26 1951

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans; product calendar.

(Girdles, baby needs, latex pillows,
etc.) Sheet.

Oct. 1951. © 24Aug51; KK65225.

SEP 20 1951

INTERNATIONAL LATEX CORPORATION ©

Promotion plans; product calendar.

(Girdles, baby needs, latex pillows,
etc.) Sheet.

Nov. 1951. © 27Sep51; KK65920.

OCT - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans; product calendar.

(Girdles, baby needs, latex pillows,
etc.) Sheet.

Dec. 1951. © 30Nov51; KK68152.

DEC 14 1951

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans; product calendar.

**(Girdles, baby needs, latex pillows,
etc.) Sheet.**

Jan. 1952. © 2Jan52; KK70642.

Feb. 1952. © 25Jan52; KK70643.

MAR 17 1952

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans; product calendar.

(Girdles, baby needs, hair cutters,
etc.) Sheet.

Aug. 1952. © 3Jul52; KK75713.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans. cProduct calendars
(Baby needs, girdles, hair cutters
and pillows) Sheet.

Apr. 1953. © 13Mar53; KK83319.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans. cProduct calendars

(Baby needs, girdles, hair cutters
and pillows) Sheet.

May 1953. © 27Mar53; KK83912.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans. cProduct calendars
(Hair cutters, girdles, baby needs,
and pillows) Sheet.

Jun. 1953. © 17Apr53; KK84750.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans. cProduct calendars
(Baby needs, girdles, hair cutters)
July 1953. © 5Jun53; KK86443.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans. cProduct calendars
Playtex. (Baby needs, girdles, pillows, hair cutters) Sheet.

Aug. 1952. © 3Jul52; KK75713.

Sept. 1952. © 8Aug52; KK76320.

Oct. 1952. © 5Sep52; KK77612.

Nov. 1952. © 3Oct52; KK78508.

INTERNATIONAL LATEX CORPORATION. ©

Promotion plans for April 1954.

(Baby needs, girdles, pillows &
gloves) Sheet. © 5Mar54;

KK94717.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for August. Playtex
baby needs. [Product calendar]
Poster. © 22Jun51; KK63708.

AUG 1 1951

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for August 1950. July
31, Playtex; [August] 1, Playtex ...
[Calendar] (Rubber goods) Sheet.

© 15Jul50; KK51698.

APR 17 1951

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for August 1950. July
31, Playtex girdles; [August] 1,
Playtex baby needs ... [Calendar]
(Rubber goods) Sheet. © 15Jul50;
KK51699.

APR 17 1950

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for August 1953.

cProduct calendar: (Baby needs,
girdles, pillows and hair cutters)

Sheet. © 26Jun53; KK86984.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for December 1953.

[Product calendar] (Baby needs,
pillows, girdles & hair cutters)

Sheet. © 22Oct53; KK90289.

INTERNATIONAL LATEX CORPORATION. ©

Promotion plans for December 1954.

(Baby needs, girdles, bras &
gloves) Sheet. © 15 Oct 54;

KK100797.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for February 1951.

Playtex. (Girdles, etc.) Sheet.

© 22Dec50; KK58282.

FEB 1 6 1951

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for January. [Product
calendar] (Girdles; baby needs;
latex pillows) Sheet. © 28Nov50;
KK57099.

MAR 9 - 1951

INTERNATIONAL LATEX CORPORATION. ©
Promotion plans for January 1955.
(Baby needs, girdles, bras &
gloves) Sheet. © 3Dec54;
KK102637.

INTERNATIONAL LATEX CORPORATION ©

Promotion plans for July, 1950; product calendar. (Foam pillows, shoulder pads, girdles, etc.) Sheet.

© 9 Jun 50; KK50845.

JUL 1 8 1950

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for July, 1950; Play-
tex calendar. (Foam pillows, shoul-
der pads, girdles, etc.) Sheet.

© 9 Jun 50; KK50846.

JUL 1 3 1950

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for July 1951.

[Product calendar] (Baby needs,
latex pillows, and latex girdles)
Sheet. © 11May51; KK62043.

MAY 31 1951

INTERNATIONAL LATEX CORPORATION. ©

Promotion plans for July 1954.

(Gloves, girdles & baby needs)

Sheet. © 14May54; KK96810.

INTERNATIONAL LATEX CORPORATION ©

Promotion plans for June, 1950. (Latex foam pillows & shoulder pads; girdles and baby garments ...)
Sheets. (a-b) © 3Apr50; KK48774,
KK48773.

MAY 17 1950

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for June (Product
calendar) (Latex girdles, baby
needs, and Latex pillows) Sheet.

© 20Apr51; KK61771.

MAY 24 1951

INTERNATIONAL LATEX CORPORATION. ©

Promotion plans for June 1954.

(Baby needs, girdles, pillows &
gloves) Sheet. © 9Apr54;

KK95730.

INTERNATIONAL LATEX CORPORATION. ©

Promotion plans for March 1954.

(Baby needs, girdles, pillows &
gloves) Sheet. © 5Feb54;

KK93552.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for May, 1951.

(Baby needs, girdles, etc.) Sheet.

© 23Mar51; KK60427.

APR 27 1951

INTERNATIONAL LATEX CORPORATION. ©

Promotion plans for May 1954. (Baby
needs, girdles, pillows & gloves)
Sheet. © 26Mar54; KK95229.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for November 1953.

[Product calendar] (Girdles,
hair cutters, baby needs, pillows)
Sheet. © 20ct53; KK89835.

INTERNATIONAL LATEX CORPORATION. ©

Promotion plans for November 1954.

(Baby needs, girdles, bras &
gloves) Sheet. © 24Sep54;

KK100344.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for October 1953.

[Product calendar] (Girdles, baby
needs, pillows and hair cutters)

Sheet. © 28Aug53; KK88582.

INTERNATIONAL LATEX CORPORATION. ©
Promotion plans for October 1954.
(Baby needs, girdles, bras &
gloves) Sheet. © 27Aug54;
KK100240.

INTERNATIONAL LATEX CORPORATION ©.

Promotion plans for September
1953. cProduct calendars (Baby
needs, hair cutters, girdles)
Sheet. © 10Jul53; KK88033.

INTERNATIONAL LATEX CORPORATION. ©

Promotion plans for August 1954.

(Baby needs, girdles & gloves)

Sheet. © 18Jun54; KK97940.

INTERNATIONAL LATEX CORPORATION. ©
Promotion plans for September 1954.
(Baby needs, girdles, bras &
gloves) Sheet. © 16Jul54;
KK98674.

INTERNATIONAL LATEX CORPORATION ©.
Promotional plan Playtex girdles.
Sheets. © 27Apr51; KK61764.

MAY 24 1951

INTERNATIONAL LATEX CORPORATION ©.

Proof from the laboratories of United States Testing Co. Invisible Playtex Living girdle gives more figure control. [From Life, Feb. 19, 1951, p. 45] Sheet. © 16Feb51; KK59031.

MAR 19 1951

INTERNATIONAL LATEX CORPORATION. ©

Protect your baby's health and comfort with Playtex baby needs. All Playtex pants. P954. Poster.

© 80ct54; KK100620.

INTERNATIONAL LATEX CORPORATION ©.

Protect your hands and manicures
this new, easy way. Beauty magic
for hands at work. New Playtex
Glovelies. (Gloves) Sheet.

B137. © 31Mar53; KK84277.

INTERNATIONAL LATEX CORPORATION. ©

Proven by actual results. Local
tie-in ads on Playtex Living
gloves pull new traffic ...

P892A. Presentation folder.

© 25Jun54; KK97943.

INTERNATIONAL LATEX CORPORATION ©.

Put more play in baby's day. Only

Playtex panties fit so snugly ...

Adv. from Woman's home companion,

Nov. 1952, p. 15. Appl. author:

Chas. Dallas Reach Co., of New York,

inc. © 24Oct52; KK79773.

INTERNATIONAL LATEX CORPORATION ©.

Rx for slender summer shapes. Invisible

Playtex panty girdles from \$3.50.

5 columns regular size newspaper ...

Sheet. © 9May52; KK73388.

INTERNATIONAL LATEX CORPORATION ©.

Rx for slender summer shapes. Invisible
Playtex panty girdles from \$3.50.

4 columns regular size newspaper ...
Sheet. © 9May52; KK73389.

INTERNATIONAL LATEX CORPORATION ©.

Remember; for all occasions give
Playtex superfoam pillows. Poster.
(8P 143) © 26May50; KK50328.

JUN 2 6 1950

INTERNATIONAL LATEX CORP.,

Dover, Del.

Remember baby pants. (Rubber
shoulder pads) © 10Nov47;

KK18592.

INTERNATIONAL LATEX CORP.,

Dover, Del.

Remember Infants sheets. (Rubber
shoulder pads) © 10Nov47;

KK18593.

INTERNATIONAL LATEX CORP.,

Dover, Del.

Remember living girdles. (Rubber
shoulder pads) © 10Nov47;

KK18590.

A5 5773

International latex corp.

Repeat orders. [Advertisement]
(In Women's wear daily, New York,
Feb. 13, 1947, p. 12, 13)

© author, Dover, Del.; 13Feb47:
A5 5773.

25Mar47 rs

A5 5618

International latex corp.

Repeat orders. [Advertisement]
(In Women's wear daily, New York,
Feb. 6, 1947, p. 11)

© International latex corp., Dover,
Del.; 6Feb47; A5 5618.

31Mar47 rs

A5 5617

International latex corp.

Repeat orders. [Advertisement]
(In Women's wear daily, New York,
Feb. 6, 1947, p. 10)

⊙ International latex corp., Dover,
Del.; 6Feb47; A5 5617.

31Mar47 rs

International latex corporation.

Repeat orders by express and by air,
Playtex living girdles. [Advertisement]
(In Women's wear daily, New York,
Jan. 30, 1947, p. 9)

① International latex corp., Dover,
Del.; 30Jan47; A5 5428.

afp 28Mar47

International latex corporation.

Repeat orders by express and by air,
Playtex living girdles. [Advertisement]
(In Women's wear daily, New York, Jan.
30, 1947, p. 10)

© International latex corp., Dover,
Del.; 30Jan47; A5 5429.

afp 28Mar47

INTERNATIONAL LATEX CORPORATION ©.

✓ Retail arithmetic: It costs less (in
clerk-time) to sell Playtex girdles ✓
... Sheet. © 3Mar50; KK47062.

MAR 29 1950

INTERNATIONAL LATEX CORPORATION ©.

Retail sales volume is no longer
accidental. Dover, Del., c1948.
1 v., illus. © 30Dec48; AA109734.

INTERNATIONAL LATEX CORPORATION. ©

Retailers who back leading brands with
local newspaper ads become head-
quarters for them. (Bras & girdles)
(In Women's wear daily, Dec. 2,
1954, p. 3) © 2Dec54; KK102641.

INTERNATIONAL LATEX CORPORATION ©.

Sale. Every Playtex girdle reduced.

It's the first sale in history of
Playtex girdles. Sheet. © 2Nov51;
KK72935.

INTERNATIONAL LATEX CORPORATION ©.

Sale. Every Playtex girdle reduced.

Playtex, largest-selling girdles
at their regular prices, the world's
biggest girdle news at these never-
before sale prices. Sheet.

© 2Nov51; KK72936.

INTERNATIONAL LATEX CORPORATION ©

Save \$6 per pair (\$3 each), on gold
seal guaranteed Playtex Superfoam
pillows. [Window streamer] Poster.

© 6Jul51; KK63814.

AUG - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

Save time, save money. Amazing new
Playtex home hair cutter. Stream-
er. © 17Sep53; KK89375.

INTERNATIONAL LATEX CORPORATION. ©

Sale while they last. Playtex fab-
lined girdles, fabric inside, la-
tex outside. P994. Streamer.

© 12Nov54; KK102274.

Fab-lined girdles.

INTERNATIONAL LATEX CORPORATION ©.

Say, everybody wants a Playtex pillow. Ad no. 5117. This same ad also equals a full tabloid page. Adv.
© 31Oct52; KK79471.

INTERNATIONAL LATEX CORPORATION ©.

Say, everybody wants a Playtex pillow. Ad no. 5119. 5 columns regular size newspaper ... Adv. © 31Oct52; KK79473.

INTERNATIONAL LATEX CORPORATION ©.

Scientific testing and manufacturing
methods make Playtex your best buy.
Playtex hotel and hospital premium
pillows. [Specification sheets
P476] Sheet. © 11Dec52; KK80990.

Playtex hotel ...

INTERNATIONAL LATEX CORPORATION ©.
Sorewy mathematics. (Latex girdles)
Sheet. © 2Jun50; KK50343.

JUN 26 1950

INTERNATIONAL LATEX CORPORATION ©.

The season's most unusual gift for mother and baby; a gift certificate for Playtex Dryper service. Sanitary, snowy-white diaper pads delivered by us to mother on a regular schedule. Sheet. © 26Oct52; KK72915.

INTERNATIONAL LATEX CORPORATION ©.

**The season's most unusual gift for
mother and baby. Playtex Dryper
service gift certificate. Sanitary,
snowy-white diaper pads delivered
by us to mother on a regular sched-
ule. Here's what every young mother
will warmly welcome ... Sheet.**

© 260ct51; KK72918.

INTERNATIONAL LATEX CORPORATION ©.

Season's no. 1 hit with the back-to
school parade. The budget-saving
new Playtex hair cutter. Sheet.

© 24Oct52; KK80046.

INTERNATIONAL LATEX CORPORATION ©.
The secret of sleep. 1 v., illus.
© 4/24/49; A4149304.

MAY 15 1950

INTERNATIONAL LATEX CORPORATION ©.

The secret of slim, trim summer figures is invisible Playtex panty girdle. Sheet. © 11Jul49; KK38546.

INTERNATIONAL LATEX CORPORATION ©

See how it gives you calorie curve
control. Playtex Magic-Controller.

Mat no. G380. (Girdles)

© 28Aug53; KK88581.

INTERNATIONAL LATEX CORPORATION ©.

See the newest Playtex Superfoam pillows. [From the New York times magazine, Feb. 5, 1950, sect. 6, p. 2] (Rubber foam pillow) Sheet.
© 5Feb50; KK56923.

JAN 22 1951

INTERNATIONAL LATEX CORPORATION ©.

The selection, training and control
of salesmen in the field, by A.

N. Spanel. Dover, Del., c1948.

1 v. © 17Dec48; AA109477.

INTERNATIONAL LATEX CORPORATION ©.

**Self-service schemes help retailers
trim operating costs. Mothers are
the purchasing agents for their
families. (Infantswear) Pamphlet.
© 21May52; KK73893.**

INTERNATIONAL LATEX CORPORATION. ©
Sensational new Flushaway diapering
method. Playtex Dryper. (In
Life, July 12, 1954, p. 67)
Appl. author: Reach, Yates & Mat-
toon, inc. © 12Jul54; KK98880.

INTERNATIONAL LATEX CORPORATION ©.

Sensational sale. 3 first quality
models discontinued by Playtex.

Playtex girdles. P677. Poster.

© 25Sep53; KK91902.

INTERNATIONAL LATEX CORPORATION ©.

Sensational savings. First quality

Playtex pillows. Ad no. 5181.

Sheet. © 29Oct53; KK90762.

INTERNATIONAL LATEX CORPORATION ©.

Sensational savings ... First quality

Playtex pillows. Ad no. 5184.

Sheet. © 29Oct53; KK90773.

INTERNATIONAL LATEX CORPORATION ©.

Sensational savings on Playtex pillows, only \$5.95. Sheet. (5127)

© 7Nov52; KK79596.

Playtex pillows.

International latex corporation.

Sense..in a sea of checkable facts
... [Advertisement] (In Women's wear
daily, New York, Jan. 23, 1947, p. 13)

© International latex corp., Dover,
Del.; 23Jan47; A5 5417.

afp 28Mar47

International latex corporation.

Sense not guess, gossip or whisper.
[Advertisement] (In Women's wear daily,
New York, Jan. 30, 1947, p. 15)

© International latex corp., Dover,
Del.; 30Jan47; A5 5430.

afp 28Mar47

INTERNATIONAL LATEX CORPORATION. ©

Set-up for Playtex self-service
counter merchandiser no. 6. P901.
(Baby needs) Sheet. © 15Jul54;
KK98675.

INTERNATIONAL LATEX CORPORATION ©.

Set up for Playtex self-service merchandiser including Happy Pants.

Self-Serv no. 5. (Baby needs)

Sheet. © 21Aug53; KK88601.

INTERNATIONAL LATEX CORPORATION. ©

Set up for Playtex self-service merchandiser, including silk pants.

Playtex self-serv no. 5. P904.

(Baby needs) Sheet. © 28Jun54;

KK97939.

INTERNATIONAL LATEX CORPORATION. ©

Sheerest comfort for baby in these
charming new Playtex waterproofed
silk panties. The perfect gift
for baby. Ad no. B178.

© 11Jun54; KK97770.

INTERNATIONAL LATEX CORPORATION. ©

Sheerest comfort for baby in these
charming new Playtex waterproofed
silk panties. Ad no. B183. Sheet.

© 6Jul54; KK98387.

INTERNATIONAL LATEX CORPORATION. ©

Sheerest comfort for baby in these
charming new Playtex waterproofed
silk panties. They're light as a
butterfly ... Ad no. B179.
Sheet. © 11Jun54; KK97769.

INTERNATIONAL LATEX CORPORATION. ©

Sheerest comfort for baby. New
Playtex waterproofed silk panties
in charming colors. P861. Coun-
ter card. © 11Jun54; KK97772.

Silk panties.

INTERNATIONAL LATEX CORPORATION ©

Six "best dressed" women of 1949 pick
invisible Playtex Living girdle!

Clipping. © 1Apr49; KK34869.

INTERNATIONAL LATEX CORPORATION ©.

6-month Playtex promotion plan by ...

Let Playtex help you meet and beat
your figures. (Girdles) Sheet.

© 12Jul51; KK65099.

SEP 17 1951

INTERNATIONAL LATEX CORPORATION ©.

6 months Playtex promotion plan by ...
(Girdles) Sheet. © 7Nov52;
KK79590.

INTERNATIONAL LATEX CORPORATION. ©

Sleep as you've dreamed of sleeping,
save as you've dreamed of saving.

1st quality Playtex Heart-Rest
pillows. Ad no. 5219. Sheet.

© 5Nov54; KK101814.

INTERNATIONAL LATEX CORPORATION ©.

Sleep as you've never slept before;
save as you've never saved before.
First quality Playtex pillows only
\$5.95. Sheet. (5122) © 7Nov52;
KK79591.

INTERNATIONAL LATEX CORPORATION ©

Sleep as you've never slept before,
save as you've never saved
before. First quality Playtex
pillows. Ad no. 5152A. (Adver-
tising foam latex pillows)
Sheet. © 29May53; KK86818.

INTERNATIONAL LATEX CORPORATION ©.

Sleep can be profitable. Dover,

Del., c1949. 1 v., illus.

© 3May49; AA120840.

INTERNATIONAL LATEX CORPORATION ©.

Sleep right to-night and sparkle
tomorrow. Customized Playtex
pillows. Sheet. © 14Aug53;
KK88249.

INTERNATIONAL LATEX CORPORATION ©.

Sleep tests show why sensational

Playtex Superfoam pillow is nation-
wide success. (Latex pillow)

Sheet. © 24oct49; KK42219.

INTERNATIONAL LATEX CORPORATION. ©

Sleep to your heart's content on a
Playtex Heart-Rest pillow. P808.

Counter card. © 26Mar54;

KK95733.

INTERNATIONAL LATEX CORPORATION ©.

✓ A slender new figure for you -
invisible Playtex Living girdle. ✓
Folder. © 10Jan50; KK45231.

FEB 7 1950

INTERNATIONAL LATEX CORPORATION ©.

Slenderer-than-ever fashions of great
Paris designers call for invisible
Playtex Living girdle. Sheet.

© 10oct49; KK41425.

INTERNATIONAL LATEX CORPORATION ©.

Slim, narrow fall fashions by America's greatest designers call for new invisible Playtex living girdle. Sheet. © 12Sep49; KK40572.

INTERNATIONAL LATEX CORPORATION ©.

Slim secret for back-to-school ward-
robes. Invisible Playtex fab-lined
girdles. Sheet. © 9May52; KK73391.

INTERNATIONAL LATEX CORPORATION ©.

A smash hit on T.V. The sensational Playtex home hair cutter is changing the habits of the nation, just as the safety razor did. cDepartment store presentations Pamphlet. © 22Apr53; KK84753.

INTERNATIONAL LATEX CORPORATION ©.

A smash hit on T.V. The sensational Playtex home hair cutter is changing the habits of the nation, just as the safety razor did. cDrug store presentations Pamphlet.

© 22Apr53; KK84754.

INTERNATIONAL LATEX CORPORATION. ©

Soaps, cleansers, detergents are
wonderful ... Playtex Living la-
tex, fabric-lined gloves. Ad no.
B158. Streamer. © 6Jan54;
KK94462.

INTERNATIONAL LATEX CORPORATION. ©

Soaps, cleansers and detergents are
wonderful ... Playtex Living la-
tex, fabric-lined gloves. Ad no.
B159. Streamer. © 6Jan54;
KK94463.

INTERNATIONAL LATEX CORPORATION ©.

Softer, safer change for baby. Day
and night ... only Playtex Dryper
keeps your baby neat and sweet ...
B124. Sheet. © 2Jan53; KK89430.

INTERNATIONAL LATEX CORPORATION ©.

Softer, smoother, lovelier hands in
9 days. Playtex fabric-lined
Glovelies. (Gloves) Poster.

© 23Jan53 (in notice: 1952);
KK82300.

INTERNATIONAL LATEX CORPORATION ©.

Softer, smoother, lovelier hands
in 9 days ... Playtex Glovelies.
Beauty magic for hands at work.
(Gloves) Poster. © 23Jan53;
KK82080.

Playtex Glovelies.

INTERNATIONAL LATEX CORPORATION ©.

Softer, smoother, lovelier hands
in 9 days ... Playtex Glovelies
... Protect hands, nails, man-
icures while you work. (Gloves)
Label. © 23Jan53; KK82078.

Playtex Glovelies ...

INTERNATIONAL LATEX CORPORATION ©.

Softer, smoother, lovelier hands in
9 days, plus protected manicures.
Playtex fabric-lined Glovelies.
Beauty magic for hands at work.
(Gloves) Label. © 5Jan53;
KK86527.

INTERNATIONAL LATEX CORPORATION ©.

Something wonderful for baby's skin.

Playtex, the only baby lotion with
chlorophyll. Sheet. B122A.

© 5Jun53; KK86445.

INTERNATIONAL LATEX CORPORATION.

Something's always new at Playtex
Park. © International Latex
Corp.; 14Aug53; A104024.

INTERNATIONAL LATEX CORPORATION ©.

Special sleep event. Discontinued
styles of Playtex pillows. Sheet.
Ad. no. 5142. © 27Mar53; KK83907.

INTERNATIONAL LATEX CORPORATION ©.

Spectacular savings on first quality
Playtex pillows, only \$5.95.

Sheet. (5125) © 7Nov52; KK79595.

INTERNATIONAL LATEX CORPORATION ©.

Start the new year with a new figure.

The slim, trim Playtex figure.

(Girdle) Sheet. © 5Dec49;

KK43596.

INTERNATIONAL LATEX CORPORATION ©.

Start the new year with a slender
new figure. Invisible White
Magic, newest Playtex Fab-Lined
girdle. Adv. from Life, Dec. 10,
1951, p. 7. Appl. author: Foote,
Cone & Belding. © 7Dec51; KK68915.

JAN 25 1952

INTERNATIONAL LATEX CORPORATION ©.

Stop ruining your hands! ... Playtex
finger forming (they form their own
fingers) mitts. Folder. © 1Jul49;
KK38313.

INTERNATIONAL LATEX CORPORATION ©

Stop ruining your hands and man-
oures; Playtex mitts they form their
own fingers. Card. (8P140)

© 18May50; KK49918.

JUN 1 6 1950

INTERNATIONAL LATEX CORPORATION ©.

Stop ruining your hands and manicures;
Playtex mitts they form their own
fingers. Card. (8P131) © 12May50;
KK49919.

JUN 1 6 1950

INTERNATIONAL LATEX CORPORATION.

**Store and department profits are
predictable. Folder. © Inter-
national Latex Corp.; 1May53;
A126712.**

INTERNATIONAL LATEX CORPORATION ©.

Store name brings you beauty magic
for hands at work. Protect hands
and manicures with new Playtex
Glovelies. (Gloves) Sheet.

B143. © 2Apr53; KK84275.

INTERNATIONAL LATEX CORPORATION ©.

Store name introduces more than a
girdle. The new Playtex Magic-
Controller with new non-roll top
and hidden power panels, ...
Sheet. G334. © 25Mar53; KK83525.

INTERNATIONAL LATEX CORPORATION ©

Store name new Playtex Glovelies
promise you beauty magic for your
hands while you work. Softer,
smoother, lovelier hands in 9
days, plus protected manicures.
(Gloves) Sheet. B139. © 2Apr53;
KK86530.

INTERNATIONAL LATEX CORPORATION ©.

Store name presents a completely
new idea in natural figure control.
Playtex Magic-Controller.
(Girdles) Sheet. G312.

© 25Mar53; KK83521.

A5 5614

International latex corp.

Straight from the shoulder;
[Advertisement] (In Women's wear
daily, New York, Feb. 6, 1947, p. 7)

© International latex corp., Dover,
Del.; 6Feb47; A5 5614.

31Mar47 rs

INTERNATIONAL LATEX CORPORATION. ©

A success formula for your store.

Playtex. P830. (Girdles) Appl.

title: New account presentation

folder. © 9Apr54; KK95731.

New ... folder.

INTERNATIONAL LATEX CORPORATION ©.

Success story. New Playtex Magic-Con-
troller gives you calorie-curve
control ... Mat no. G374. (Gir-
dles) © 28Aug53; KK88575.

INTERNATIONAL LATEX CORPORATION ©

Success story. New Playtex Magic-Con-
troller gives you calorie-curve
control ... Mat no. G376. (Gir-
dles) © 28Aug53; KK88577.

INTERNATIONAL LATEX CORPORATION ©.

Success story. The sensational popularity of the calorie-curve-control girdle. New Playtex Magic-Controller. From the New York times magazine, Nov. 1, 1953, p. 2.

Appl. author: Foote, Cone & Belding. © 1Nov53; KK91200.

INTERNATIONAL LATEX CORPORATION. ©

Success story. The sensational popularity of the Calorie-Curve-Control girdle. cStrobe superimposed on large hands: (In the New York times magazine, Mar. 7, 1954, p. 2) Appl. author: Foote, Cone & Belding. © 7Mar54; KK9500.

INTERNATIONAL LATEX CORPORATION ©.

Success story: invisible Playtex gir-
dle. Clipping. © 1Mar49; KK34007.

INTERNATIONAL LATEX CORPORATION ©.

Suggested Playtex window display cno3 1
tied in with editorial feature in
July Mademoiselle. (Girdles) Sheet

© 23May52; KK74010.

INTERNATIONAL LATEX CORPORATION ©.

Suggested Playtex window display cno: 2
tied in with editorial feature in
July Mademoiselle. (Girdles) Sheet.

© 23May52; KK74009.

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The summer blessings of Playtex
pink-ice. (Latex girdles) Sheet.

© 27Apr51; KK61772.

MAY 24 1951

INTERNATIONAL LATEX CORPORATION ©.

Sun's fun for baby when he's cool.

Playtex Dryper. (Diapers) Sheet.

© 9Aug51; KK65224.

SEP 20 1951

INTERNATIONAL LATEX CORPORATION ©.

Take the simmer out of summer. Play-
tex Pink-Ice. (Girdle) Sheet from
Life, July 9, 1951, p. 11.

© 6Jul51; KK64149.

AUG 15 1951

INTERNATIONAL LATEX CORPORATION ©

Take the simmer out of summer; for
cool comfort, slinness-in-action,
top designers suggest you wear
invisible Playtex Pink-Ice.

[From Life, May 21, 1951, p. 9]
(Latex girdles) Sheet. © 18 May 51;
KK62153.

JUN - 1 1951

INTERNATIONAL LATEX CORPORATION ©.

Take the simmer out of summer with
cool invisible Playtex Pink-Ice.
(Women's girdles) Sheet.

© 22May51; KK62405.

JUN 22 1951

INTERNATIONAL LATEX CORPORATION ©.

Take the simmer out of summer. Play-
tex Pink-Ice. (Girdles) Sheet from
Life, May 21, 1951, p. 9.

© 18May51; KK63408.

AUG 1 1951

INTERNATIONAL LATEX CORPORATION ©.

Tens of thousands now find 3 cents a haircut is all it costs to cut, trim, taper and thin your hair with professional-looking results. The revolutionary Playtex home hair cutter. Adv. from the New York times magazine, Mar. 30, 1952, p. 2. Appl. author: Foote, Cone and Belding. © 30Mar52; KK72172.

INTERNATIONAL LATEX CORPORATION ©.

Tests on thousands of babies in over
100 hospitals prove never a case of
diaper rash. (Baby products)

Sheet. © 1May49; KK38821.

INTERNATIONAL LATEX CORPORATION ©.

Thanks to millions of mothers all over America who discovered Dryper this year; more babies than ever before are now dry, sweet and protected with Playtex Dryper. (Infant's wear) Adv. from the York dispatch, Nov. 12, 1952, p. 23. Appl. author: Chas. Dallas Reach Co., Inc. © 12Nov52; KK80070.

INTERNATIONAL LATEX CORPORATION ©.

There is no gift like the gift of
sleep. (Latex pillows) Folder.

© 26Oct49; KK42397.

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There is no gift like the gift of
sleep. [View of head of sleeping
woman at upper left in ad. 23 x
16 in.] (Latex pillows) Sheet.
(Ad no. 5012) © 260ot49; KK42864.

INTERNATIONAL LATEX CORPORATION ©.

There is no gift like the gift of
sleep. [View of head of sleeping
woman at upper left in ad. 16 x
11 in.] (Latex pillows) Sheet.
(Ad no. 5014) © 26Oct49; KK42865.

INTERNATIONAL LATEX CORPORATION ©.

There is no gift like the gift of
sleep. [View of head of sleeping
woman at upper right in ad. 16 x
11 in.] (Latex pillows) Sheet.
(Ad. no. 5015) © 26Oct49; KK42862.

INTERNATIONAL LATEX CORPORATION ©.

There is no gift like the gift of
sleep. [View of head of sleeping
woman at upper right in ad. 23 x
16 in.] (Latex pillows) Sheet.
(Ad no. 5013) © 26Oct49; KK42863.

INTERNATIONAL LATEX CORPORATION ©.

There isn't a Mother in the world who
wouldn't want this gift! Playtex
home hair cutter! Sheet. © 22Apr52;
KK73200.

INTERNATIONAL LATEX CORPORATION ©.

There will always be a Christmas.

(Latex pillows) Sheet. © 26Oct49;

KK42394.

INTERNATIONAL LATEX CORPORATION ©.

There's a free gift waiting for baby.

Folder, illus. © 27May49;

AA149301.

MAY 15 1950

INTERNATIONAL LATEX CORPORATION ©.

There's a free gift waiting for baby.

Never a case of diaper rash with
Playtex antiseptic baby oil, powder,
cream. Folder. © 21Nov52;
KK80054.

INTERNATIONAL LATEX CORPORATION. ©

There's a free gift waiting for
baby. Playtex [baby products]
P833. Mail enclosure.

© 23Apr54; KK95699.

INTERNATIONAL LATEX CORPORATION ©.

There's never been this kind of
figure control in any panty
brief. New Playtex Magic-Con-
troller panty brief. (Girdles)
Sheet. G347. © 1May53; KK85427.

INTERNATIONAL LATEX CORPORATION ©.

These good-looking haircuts cost us
only 3 ¢ each with the wonderful
new Playtex home hair cutters.

Adv. from the New York times maga-
zine, Oct. 12, 1952, p. 1. Appl.
author: Foote, Cone & Belding.

© 12Oct52; KK79877.

INTERNATIONAL LATEX CORPORATION.

They ought to have their heads
examined. © International
Latex Corp.; 8Feb52; A129546.

INTERNATIONAL LATEX CORPORATION ©.

They're all going back to school with
the new budget-saving Playtex hair
cutter. Sheet. © 24Oct52;
KK80044.

INTERNATIONAL LATEX CORPORATION ©.

They're here. New Playtex Glovelies.

The fabulous fabric-lined protective gloves. Sheet. B135.

© 20Mar53; KK84278.

INTERNATIONAL LATEX CORPORATION ©.

They're here. New Playtex Glovelies,
the fabulous fabric-lined protective gloves. Safeguard the
beauty of your hands ...

Sheet. B142. © 31Mar53;
KK86529.

INTERNATIONAL LATEX CORPORATION. ©

They're here, new Playtex Living
gloves, the fabulous fabric-lined
protective gloves. Ad no. B135A.
Sheet. © 9Apr54; KK95729.

INTERNATIONAL LATEX CORPORATION. ©
30 day free trial. Playtex home
hair cutter. 2.95 in stainfree
steel, 5.00 deluxe gift model,
gold plated. Ad no. H703. Sheet.
© 17Feb54; KK93752.

Hair cutter.

INTERNATIONAL LATEX CORPORATION. ©

30 day free trial. Now prove to
yourself ... Playtex home hair
cutter. 2.95 in stainfree steel,
5.00 deluxe gift model, gold
plated. Ad no. H704. Sheet.

© 17Feb54; KK93755.

INTERNATIONAL LATEX CORPORATION. ©

30 day free trial. Now prove to
yourself ... Playtex home hair
cutter. 3.95 in stainfree steel.
Ad no. H704A. Sheet. © 17Feb54;
KK93756.

INTERNATIONAL LATEX CORPORATION. ©

30 day free trial. Now prove to
yourself ... Playtex home hair
cutter. 4.95 in stainfree steel.

Ad no. H704B. Sheet. © 17Feb54;

KK93757.

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30 day free trial. Playtex home
hair cutter. 3.95 in stainfree
steel. Ad no. H703A. Sheet.

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INTERNATIONAL LATEX CORPORATION. ©

30 day free trial. Playtex home
hair cutter. 4.95 in stainfree
steel. Ad no. H703B. Sheet.

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30-day trial offer on Playtex

Superfoam pillows. Mandel Bros.

[table tents] Card. © 11May51;

KK62044.

MAY 31 1951

INTERNATIONAL LATEX CORPORATION ©.

This August white sale is the year's
biggest bargain in sleep. Now
save \$4 a pair on top quality Play-
tex pillows. Sheet. P606.

© 29May53; KK86245.

INTERNATIONAL LATEX CORPORATION ©.

This baby means super business. In summer, too, Playtex helps you get your share of a billion dollar baby business. (Baby needs) Adv. from Super market merchandising, June 2, 1952, p. 184. Appl. author: Chas. Dallas Reach Co.

© 2Jun52; KK77634.

INTERNATIONAL LATEX CORPORATION ©.

This is how a leading department store
doubled its Playtex girdle volume.

Pamphlet. © 29May52; KK74018.

INTERNATIONAL LATEX CORPORATION ©.

This is how O. J. Morrison Co. Morgan-
town, W. Va. (population 16,000)
increased its Playtex business ...
(Girdles) Pamphlet. © 23May52;
KK74017.

INTERNATIONAL LATEX CORPORATION ©.

This is how the Daw drug chain introduced the Playtex home hair cutter in their local newspapers. Folder. © 14Nov52; KK79699.

INTERNATIONAL LATEX CORPORATION. ©

This is living. Playtex Living bra.

Playtex Living girdle. Ad no.

BRG 25. Sheet. © 12Nov54;

KK101816.

INTERNATIONAL LATEX CORPORATION. ©

This is living. Playtex Living bra.

Playtex Living girdle. Ad no.

BRG 26. Sheet. © 12Nov54;

KK102638.

INTERNATIONAL LATEX CORP.,

Dover, Del.

This Playtex counter display.

(Rubber shoulder pads)

© 14Nov47; KK18349.

International latex corporation.

This week's names. [Advertisement]
(In Women's wear daily, New York,
Jan. 23, 1947; p. 8)

© International latex corp., Dover,
Del.; 23Jan47; A5 5415.

afp 28Mar47

INTERNATIONAL LATEX CORPORATION ©.

This year give something new, different, practical; give the sensational Playtex home hair cutter. Sheet. © 24Oct52; KK80041.

INTERNATIONAL LATEX CORPORATION ©.

Though flowers are fine and candy
is dandy, there's nothing sweet-
er than the gift of sleep. For
Mother's Day and all her nights,
she'll really treasure a Playtex
customized pillow. cPillow
strobes Adv. from the New York
times magazine, May 3, 1953, p. 2.
Appl. author: Foote, Cone and
Belding. © 3May53; KK85677.

INTERNATIONAL LATEX CORPORATION ©.

3 cents a haircut is all you'll pay
from now on. The amazing Playtex
home hair cutter. Sheet.

© 6Jun52; KK80053.

International latex corporation.

\$3.95 retail arithmetic the silvery
tubed playtex girdle. [Advertisement]
(In Women's wear daily, May 8, 1947,
p. 5)

© International latex corp., Dover,
Del.; 3May47; A5 6625.

efp 27Jun47

INTERNATIONAL LATEX CORPORATION.

**3 reasons why you were selected to
operate a chain of miniature
stores. Card. © International
Latex Corp.; 13Feb53; A82078.**

INTERNATIONAL LATEX CORPORATION ©.

Tied in knots by ordinary pants
that grip, mark, cut circulation?
Playtex. (Baby pants) Sheet from
Parents' magazine, Aug. 1951, p. 9.
© 1Aug51; KK66954.

NOV - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

Tied in knots, by ordinary pants
that grip, mark, cut circulation?

Playtex baby pants don't cut
circulation. Adv. from Life
magazine, July 16, 1951, p. 47.

Appl. author: Chas. Dallas Reach Co.

© 16Jul51; KK70035.

MAR 3 1952

INTERNATIONAL LATEX CORPORATION. ©

Time magazine reports on recent medical findings ... Playtex Living gloves. (In the New York times magazine, Mar. 21, 1954, p. 2)
Appl. author: Foote, Cone & Belding. © 21Mar54; KK96929.

INTERNATIONAL LATEX CORPORATION ©.

Tip from top campus clothes designers:

Invisible Playtex girdle. [From

Seventeen, Sept. 1, 1950, p. 21]

Sheet. © 1Sep50; KK53043.

SEP 27 1950

INTERNATIONAL LATEX CORPORATION ©.

✓Tip: It costs less (in clerk-time) to
sell Playtex pillows because Playtex
self-service merchandisers enable
customers to wait on themselves. ✓
(Latex pillows) Sheet. © 20Feb50;
KK46953.

MAR 31 1950

INTERNATIONAL LATEX CORPORATION ©.

To all S. S. Kresge Company stores
... Complete product information
about Playtex baby needs,
America's best known, fastest
selling baby line. Folder.

© 15May53; KK85675.

INTERNATIONAL LATEX CORPORATION ©.

To glow tomorrow, you need sound
sleep tonight. We have a cus-
tomized Playtex pillow just right
for you. Sheet. © 14Aug53;
KK88248.

INTERNATIONAL LATEX CORPORATION ©.

To help guard your baby's health
and comfort, Playtex Dryper, the
modern, easy, safer diapering
method. Sheet from Life, Apr. 30,
1951, p. 3. © 30Apr51; KK66949.

NSW - 9 1951

INTERNATIONAL LATEX CORPORATION ©.

To help guard your new baby's health
and comfort. Playtex Dryper.
(Pants and diaper pads) Sheet
from Congratulations magazine,
July 1951, p. 13. © 1Jul51;
KK66955.

NOV - 9 1951

INTERNATIONAL LATEX CORPORATION ©

To your store. [Baby holding reins
attached to woman's back; envelope]
(Infantswear) Sheet. © 3Jun50;
KK50751.

1111 1 4 1950

INTERNATIONAL LATEX CORPORATION ©.

Today's top designers say that Playtex gives you calorie-curve control. [Endorsed by] Trigre [and others] (Girdles) From Fashions of the times (the New York times magazine) Sept. 13, 1953, p. 2. Appl. author: Foote, Cone & Belding. © 13Sep53; KK89211.

INTERNATIONAL LATEX CORPORATION ©.

Too wet for comfort, baby? Playtex

Dryper keeps your baby dry and sweet
as no ordinary diapering does.

Adv. from Family circle, May 1952,

p. 3. Appl. author: Chas. Dallas

Reach Co., Inc. © 1May52; KK73402.

INTERNATIONAL LATEX CORPORATION ©.

The tree that lays the golden egg.

(Articles made of rubber latex)

Sheet. © 17Sep49; KK40671.

INTERNATIONAL LATEX CORPORATION ©.

Trim the high cost of family haircuts
with the foolproof, precision-made
Playtex hair cutter. Sheet.

© 26Mar52; KK72938.

INTERNATIONAL LATEX CORPORATION ©.

Trim the high costs of haircuts with
the precision-made Playtex Home
Hair Cutter. Poster. © 8Mar52;
KK73592.

INTERNATIONAL LATEX CORPORATION ©.

A truly wonderful gift for Mother's
Day! A beauty-aid! A budget stret-
cher! The amazing Playtex home hair
cutter! Sheet. © 22Apr52; KK73201.

INTERNATIONAL LATEX CORPORATION. ©

2 extra-plump Playtex pillows for
the price of 1. Ad no. 5189.
Sheet. © 29Jan54; KK93550.

INTERNATIONAL LATEX CORPORATION. ©

2 extra-plump Playtex pillows for
the price of 1. Ad no. 5190.
Sheet. © 29Jan54; KK93551.

INTERNATIONAL LATEX CORPORATION. ©

2 extra-plump Playtex pillows for
the price of 1. 2 for 9.95.
Sheet. © 26Jan54; KK94406.

INTERNATIONAL LATEX CORPORATION. ©

2 king size Playtex pillows for the
price of 1. Ad no. 5187. Sheet.

© 29Jan54; KK93548.

INTERNATIONAL LATEX CORPORATION. ©

2 king size Playtex pillows for the
price of 1. Ad no. 5188. Sheet.

© 29Jan54; KK93549.

INTERNATIONAL LATEX CORPORATION. ©

2 king size Playtex pillows for the
price of 1. 2 for 11.95. Sheet.

© 26Jan54; KK94405.

title made.

INTERNATIONAL LATEX CORPORATION ©.

U. S. Testing Company's laboratories
prove Playtex pillows combat germ
reinfection! [From Life, Oct. 23,
1950, p. 15] (Foam rubber pillow)
Sheet. © 20Oct50; KK55255.

NOV 16 1950

INTERNATIONAL LATEX CORPORATION ©.

United States Testing Co. proves invisible Playtex living girdle gives more figure control with greater freedom of action. [From Life, Sept. 25, 1950, p. 129] Sheet.
© 22Sep50; KK54801.

NOV 10 1950

INTERNATIONAL LATEX CORPORATION ©.

Up here, at the shoulder..where the
silhouette begins, Playtex Super-
foam shoulder pads. Sheet.

© 11Nov49; KK43025.

INTERNATIONAL LATEX CORPORATION. ©

Use these new profit tested Playtex
newspaper mat ads. P613. (Baby
needs) Appl. title: Playtex baby
information clip sheet.

© 25Jun54; KK100360.

Playtex ... sheet.

INTERNATIONAL LATEX CORPORATION. ©

Uw kleintje moet Playtex baby
broekjes dragen, omdat. P947D.
Label. Appl. title: Dutch baby
pants stuffer. © 17Sep54;
KK100246.

INTERNATIONAL LATEX CORPORATION. ©

Vea cómo aumentan sus ventas de ropa

... Fajas-Pantalón Playtex.

P810. (Girdles) Folder.

© 25Mar54; KK94720.

INTERNATIONAL LATEX CORPORATION ©.

Wake up Santa. Give everyone you love
the precious gift of sleep with
dream-designed Playtex pillows.
Sheet. © 11Oct51; KK66401.

OCT 22 1951

INTERNATIONAL LATEX CORPORATION ©.

Wake up, Santa. Let everyone share the gift of sleep. The world's wisest Santas give Playtex, world's sleepingest pillow. Adv. from Life, Dec. 3, 1951, p. 79. Appl. author: Foote, Cone and Belding. © 30Nov51; KK71933.

INTERNATIONAL LATEX CORPORATION ©.
Wake up, Santa. Playtex. (Pillows)
Sheet. © 2Nov51; KK67552.

NOV 29 1951

INTERNATIONAL LATEX CORPORATION ©.

Wake up to the biggest bargain in
sleep. Dream-designed Playtex pil-
lows, specially priced for January
only. Please send me the following
Playtex Superfoam pillows ...
Sheet. © 9Nov51; KK68813.

JAN 28 1952

INTERNATIONAL LATEX CORPORATION ©.

Wake up to the biggest bargain in
sleep! Playtex Superfoam pillows.
Strip. © 16Dec51; KK70775.

MAR 19 1952

INTERNATIONAL LATEX CORPORATION. ©

Want to see your department sales
climb? Playtex Happy [baby]
pants. P930. Counter card.

© 27Aug54; KK100249.

INTERNATIONAL LATEX CORPORATION. ©

Want your booking to go up? Tell
your department customers about
the sensational Playtex Living
bra. P958. Sheet. Appl. title:
Bra clerk education insert.

© 80ct54; KK100704.

INTERNATIONAL LATEX CORPORATION ©.

We feature vacation-travel needs
for baby. Playtex panties. P600.
Streamer. © 22May53; KK86243.

INTERNATIONAL LATEX CORPORATION ©.

We have it. Invisible White Magic.

Playtex Fab-Lined. (Girdles)

Poster. © 12Jul51; KK65219.

SEP 20 1951

INTERNATIONAL LATEX CORPORATION.

We save time, save money with Playtex
home cutter, say the James Gilli-
gans. From Cosmopolitan, Nov.
1953, p. 12. Appl. author: Foote,
Cone & Belding. © Precision Prod-
ucts Div., International Latex
Corp.; 23Oct53; KK91615.

INTERNATIONAL LATEX CORPORATION ©.

We'll prove only Playtex has the
pillow just right for you. [Pillow
strobe; Rest-Tester strobe]
Adv. from the New York times magazine,
Oct. 19, 1952, p. 2. Appl.
author: Foote, Cone and Belding.

© 190ct52; KK84470.

INTERNATIONAL LATEX CORPORATION ©.

We'll prove that Playtex has the pillow customized for you. Sheet.

© 12Sep52; KK77959.

INTERNATIONAL LATEX CORPORATION ©.

We're actually saving \$100 a year and more on haircuts at home. We're all getting smart-looking haircuts ... Playtex home hair cutter. Adv. from the New York times magazine, Sept. 21, 1952, p. 1. Appl. author: Foote, Cone & Belding. © 21Sep52; KK79878.

INTERNATIONAL LATEX CORPORATION ©.

We're head hunters looking for
heads to fit for restful refresh-
ing sleep. (Pillows) Sheet.

© 9Feb52; KK70638.

17 1952

INTERNATIONAL LATEX CORPORATION. ©

We're repeating a smashing success.

New Playtex Living bra ... and the perfect companion ... Playtex girdles. Feel the comfort of cloud-soft fabric next to your skin ...

Ad no. BRG16. Sheet. Appl.

title: Combination bra and girdle
mat ad. . © 24Sep54; KK100356.

INTERNATIONAL LATEX CORPORATION. ©

We're repeating a smashing success.

New Playtex Living bra ... and the perfect companion ... Playtex girdles. Here's a smoothing, sleeking miracle of latex ... Ad no. BRG15. Sheet. Appl. title: Combination bra and girdle mat ad.

© 24Sep54; KK100355.

INTERNATIONAL LATEX CORPORATION. ©

We're repeating a smashing success.

New Playtex Living bra ... and the perfect companion ... Playtex girdles. See how this figure-diminishing girdle sleekly shapes your silhouette ... Ad no. BRG19.

Sheet. Appl. title: Combination bra and girdle mat ad. © 24Sep54; KK100353.

Combination ... ad.

INTERNATIONAL LATEX CORPORATION. ©

We're repeating a smashing success.

New Playtex Living bra. Playtex
girdles. Feel the comfort of

wonderful cloud-soft fabric next
to your skin ... Ad no. BRG17.

Sheet. Appl. title: Combination
bra and girdle mat ad. © 24Sep54;
KK100357.

INTERNATIONAL LATEX CORPORATION. ©

We're repeating a smashing success.

New Playtex Living bra. Playtex
girdles. Kitten-soft fabric in-
side ... Ad no. BRG24. Sheet.

Appl. title: Bra and girdle com-
bination ad. © 80ct54; KK100619.

1st. title made.

2nd. Bra and girdle combination ad.

INTERNATIONAL LATEX CORPORATION.

We've saved over \$100.00 a year
with the Playtex home hair cutter,
says Mrs. James Gilligan. (In
True story, Nov. 1953, p. 6)
Appl. author: Foote, Cone & Beld-
ing. © Precision Products Div.,
International Latex Corp.; 90ct53;
KK92904.

Div. X-ref.

INTERNATIONAL LATEX CORPORATION. ©

We're so sure only Playtex has the
pillow just right for you.

[Illus. of Rest-Tester] (In the
New York times magazine, Sept. 14,
1952, p. 2) Appl. author: Foote,
Cone & Belding. © 14Sep52;
KK94724.

INTERNATIONAL LATEX CORPORATION ©.

What a buy at savings you've dreamed
about. First quality Playtex pil-
lows only \$5.95. Sheet. (5123)
© 7Nov52; KK79592.

Playtex pillows.

INTERNATIONAL LATEX CORPORATION ©.

What every young bride should know:

Playtex, world's only customized
pillow, has a height and type
just right for every sleeper.

cPicture of bride's head; pillow-
strobe; Rest-Tester strobes Adv.
from the Bride's magazine, spring
1953, p. 19. Appl. author: Foote,
Cone and Belding. © 15Jan53;
KK84495.

INTERNATIONAL LATEX CORPORATION ©.

What is a mother customer worth to
you? (Infantswear) Sheet.

© 8Aug50; KK52782.

SEP 14 1950

INTERNATIONAL LATEX CORPORATION ©.

What really goes on in Hollywood ...

Every starring role calls for lines
by Playtex ... girdles wash in seconds,
dry in a flash. 11 p.

© 12May53; KK85674.

INTERNATIONAL LATEX CORPORATION ©.

What size pillow fits your sleep?

Customized Playtex pillows now
in varying heights and degrees
of softness for the sleeping com-
fort you want. Sheet. Ad. no.
5143. © 27Mar53; KK83910.

INTERNATIONAL LATEX CORPORATION ©.

What size pillow fits your sleep?

More people change to customized
Playtex pillows, than to any
other kind. cPillow strokes

Adv. from the New York times maga-
zine, Mar. 22, 1953, p. 2. Appl.
author: Foote, Cone and Belding.

© 22Mar53; KK84496.

INTERNATIONAL LATEX CORPORATION ©.

What size pillow fits your sleep best? There's a customized Playtex pillow for the sleeping comfort you want. Sheet. Ad. no. 5144. © 27Mar53; KK83909.

INTERNATIONAL LATEX CORPORATION ©.

What size pillow fits your sleep
best? There's a customized Play-
tex pillow size for the sleeping
comfort you want. Sheet. Ad. no.
5145. © 27Mar53; KK83911.

INTERNATIONAL LATEX CORPORATION ©.

Whether you're extra large or extra
small, whether you like girdle,
panty, or brief ... Playtex Magic-
Controller. Mat no. G378.

© 28Aug53; KK88579.

INTERNATIONAL LATEX CORPORATION ©.

Whether you're tiny or tall, slight
or statuesque, junior size or
generous. New Playtex Magic-Con-
troller panty brief. (Girdles)
Sheet. G345. © 1May53; KK85428.

INTERNATIONAL LATEX CORPORATION ©.

Which fashion is for you? Both
if you wear invisible Playtex Living
girdle. Sheet. © 26Oct51;
KK72913.

INTERNATIONAL LATEX CORPORATION ©.

Which fashion is for you? Both if
you wear invisible Playtex Living
girdle. Playtex gives you your
choice every hour of the day.
Sheet. © 26Oct51; KK72914.

INTERNATIONAL LATEX CORPORATION ©.

While your giving bright new holiday
presents, give yourself a slim new
holiday figure. (Girdles) Folder.
© 100ct52; KK78827.

INTERNATIONAL LATEX CORPORATION ©.

White sale. Sensational savings on
Playtex pillows. Ad no. 5159.
Sheet. © 29May53; KK86817.

t. Savings on Playtex pillows.

INTERNATIONAL LATEX CORPORATION ©.

White sale. Spectacular savings
on first quality Playtex pillows.
Ad no. 5154. Sheet. © 29May53;
KK86820.

t. First quality Playtex pillows.

INTERNATIONAL LATEX CORPORATION ©.

White sale. What a buy. At savings
you've dreamed about. First
quality Playtex pillows. Ad no.
5153A. Sheet. © 29May53;
KK86819.

t. First quality Playtex pillows.

INTERNATIONAL LATEX CORPORATION ©.

Who is "the laughing baby"? (Baby
products) Clipping. © 10ct48;
KK27737.

INTERNATIONAL LATEX CORPORATION ©

Who is "the laughing baby"? (Baby
products) Clipping. © 20Dec48;
KK30434.

INTERNATIONAL LATEX CORPORATION ©
Who is "The Laughing Baby?" (Baby
products) Clipping. © 1Nov48;
KK29159.

INTERNATIONAL LATEX CORPORATION ©.

Who is "the laughing baby?" (Baby
products) Clipping. © 1Feb49;
KK32697.

INTERNATIONAL LATEX CORPORATION ©.

Who is the laughing baby? Hospitals
prove. (Baby products) Clipping.

© 10Jan49; KK31875.

INTERNATIONAL LATEX CORPORATION ©.

Who is "the laughing baby?" It's the
baby who never has diaper rash.

(Baby pants, sheets, oil, powder
and cream) Card. © 4 Jan 49;

KK31320.

INTERNATIONAL LATEX CORPORATION ©.

Who is "the laughing baby?" It's the
baby who never has diaper rash.

(Baby products) Clipping.

© 20Mar49; KK34006.

INTERNATIONAL LATEX CORPORATION ©.

Who is the laughing baby? It's the
baby who never has diaper rash.

(Baby products) Clipping.

© 1Dec48; KK35189.

INTERNATIONAL LATEX CORPORATION ©.

Who is the laughing baby? It's the
baby who's always socially accept-
able. (Baby products) Clipping.

© 1Feb49 (in notice: 1948); KK35190.

INTERNATIONAL LATEX CORPORATION ©.

Who is the laughing baby? [Santa
Claus] (Baby products) Clipping.

© 15Nov48; KK35406.

INTERNATIONAL LATEX CORPORATION ©.

Who says a panty brief can't give
you real control? Amazing new
Playtex Magic-Controller panty
brief. (Girdles) Sheet. G348.

© 1May53; KK85422.

INTERNATIONAL LATEX CORPORATION ©.

Whoever rips July or August out of
the retail calendar puts a hole
in the store's profits. [Retail
calendar] Sheet. © 8Aug49;
AA152602.

JUN 16 1950

INTERNATIONAL LATEX CORPORATION ©.

Why be irritated, baby? Playtex babies are happy babies, neater, sweeter, cleaner, cooler. (Baby panties) Adv. from Parents' magazine, June 1952, p. 7. Appl. author: Charles Dallas Reach Co.

© 1Jun52; KK76073.

INTERNATIONAL LATEX CORPORATION ©.

Why girdles are not returnable.

Playtex girdle. Label. © 10 Oct 49;

KK55730.

DEC - 5 1950

INTERNATIONAL LATEX CORPORATION. ©

Why have hands like these ... Play-
tex Living latex, fabric-lined
gloves. Don't let soaps, cleans-
ers, detergents ... Ad no. B157.
Streamer. © 6Jan54; KK94461.

INTERNATIONAL LATEX CORPORATION. ©

Why have hands like these ... Play-
tex Living latex, fabric-lined
gloves. Fabric-lined, no clammy
perspiration discomfort. Ad no.
B160. Streamer. © 6Jan54;
KK94464.

INTERNATIONAL LATEX CORPORATION. ©

Why have hands like this ... Play-
tex Living gloves. P748. Stream-
er. © 6Dec53; KK93543.

INTERNATIONAL LATEX CORPORATION ©.

Why more women buy Playtex girdles
than any other girdle in the world!
Sheet. © 16Jan50; KK46584.

MAR 9 0 1950

INTERNATIONAL LATEX CORPORATION ©.

Why more women buy Playtex girdles
than any other Poster.

© 15Nov50; KK56905.

JAN 22 1951

INTERNATIONAL LATEX CORPORATION ©.

Why no gift compares with the gift
of sleep; learn why no pillow
compares with Playtex, the sensa-
tional foam pillow that gives deep,
restful sleep to everyone in the
family. [From Life, Dec. 4, 1950,
p. 3] Sheet. © 1Dec50; KK63025.

JUL 1 8 1951

INTERNATIONAL LATEX CORPORATION ©.

Why Playtex is the sleepingest pillow
in the world! Sheet. © 26May50;
KK50348.

JUN 2 6 1950

INTERNATIONAL LATEX CORPORATION ©.

Why Sibley, Lindsay & Curr, Rochester, New York, Department store sold more Playtex pillows in one month of 1952 ... Pamphlet.

© 1Aug52; KK76913.

INTERNATIONAL LATEX CORPORATION ©.

Why this Playtex ad does a big selling job right in your own area.

(Girdles) Poster. © 28Aug52;

KK77614.

INTERNATIONAL LATEX CORPORATION ©.

Window display suggestion for Playtex
"baby needs." [Lattice background]
(Infants' apparel and accessories)
Sheet. © 17Feb49; KK32510.

INTERNATIONAL LATEX CORPORATION ©.

Window display suggestion for Playtex

"baby needs." [Railroad scene]

(Infants' apparel and accessories)

Sheet. © 17Feb49; KK32509.

INTERNATIONAL LATEX CORPORATION ©

Window display suggestion for Playtex
living girdles. Sheet. © 14 Jan 49;
KK31401.

INTERNATIONAL LATEX CORPORATION ©.

Window display suggestion for Playtex
Superfoam pillows. [Light, grey,
green background] (Latex pillows)
Sheet. © 14Jan49 (in notice: 1948);
KK35385.

INTERNATIONAL LATEX CORPORATION ©.

Window display suggestion for Playtex
Superfoam pillows. [Powder blue
background] (Latex pillows) Sheet.

© 14 Jan 49 (in notice: 1948);
KK35384.

INTERNATIONAL LATEX CORPORATION ©.

Window display suggestion for Playtex
Superfoam pillows. [Rose and white
background] (Latex pillows) Sheet.

© 14 Jan 49 (in notice: 1948);
KK35386.

INTERNATIONAL LATEX CORPORATION ©.

Window display suggestion for Playtex
Superfoam pillows. [White drape
background] (Latex pillows) Sheet.

© 14Jan49 (in notice: 1948);
KK35387.

INTERNATIONAL LATEX CORPORATION. ©

With Playtex Living gloves, you can
have softer, smoother, lovelier
hands in only 9 days ... Ad no.
B164. Sheet. © 9Apr54; KK95728.

INTERNATIONAL LATEX CORPORATION. ©

With Playtex Living gloves, you can
have softer, smoother, lovelier
hands in only 9 days ... Ad no.
B168. Sheet. © 23Apr54;
KK95698.

Living gloves.

INTERNATIONAL LATEX CORPORATION. ©

With the exciting new Playtex Living
Latex finish, plus the Playtex
self-service paint merchandising
plan ... P739. Folder.

© 30Nov53; KK93542.

INTERNATIONAL LATEX CORPORATION ©.

Women cheer new invisible playtex
girdle. Clipping. © 20Jan49;
KK33458.

INTERNATIONAL LATEX CORPORATION ©.

Women cheer new invisible Playtex
girdle. Clipping. © 1Feb49;
KK35405.

INTERNATIONAL LATEX CORPORATION. ©
Wonder, wonder, wonderful. Wonder
White, newest Playtex Magic-Con-
troller. Ad no. G369. (Girdles)
Sheet. © 24Feb54; KK95719.

Magic-Controller.

INTERNATIONAL LATEX CORPORATION. ©

A wonderful gift for the bride and
the father of the bride. Playtex
Heart-Rest pillows. Ad no. 5206.
Sheet. © 9Apr54; KK95726.

INTERNATIONAL LATEX CORPORATION. ©

Wonderful savings. Playtex Heart-

Rest pillows, formerly priced at
\$8.95, now at a low, low \$6.95.

Ad no. 5205. Sheet. © 12Mar54;

KK95709.

INTERNATIONAL LATEX CORPORATION ©.

Wonderful sleep news! Playtex
pillow rest-tester. (Pillows)
Sheet. © 9Feb52; KK70641.

MAR 17 1952

INTERNATIONAL LATEX CORPORATION. ©

A wonderful wedding gift at such a
practical price. Playtex Heart-
Rest pillows. Ad no. 5207.
Sheet. © 9Apr54; KK95727.

INTERNATIONAL LATEX CORPORATION ©

World's greatest designers praise
Playtex, world's largest selling
girdles. [From New York times
magazine, Feb. 25, 1951, p. 2]
Sheet. © 25Feb51; KK59751.

APR - 6 1951

INTERNATIONAL LATEX CORPORATION ©.

The world's most charming baby pants.

New Playtex Happy Pants. Label.

© 25Aug53; KK88522.

INTERNATIONAL LATEX CORPORATION ©

Would you like to sleep like this?

Playtex Superfoam pillow. Folder.

(P164) © 3Nov50; KK56903.

JAN 22 1951

INTERNATIONAL LATEX CORPORATION ©.

Wrong pillows rob millions of a good night's sleep. Now, for the first time you can choose the pillow just right for you. Only Playtex makes it possible. [Scientists in lab.] Adv. from Life, Apr. 21, 1952, p. 5. Appl. author: Foote, Cone & Belding. © 18Apr52; KK86207.

INTERNATIONAL LATEX CORPORATION ©.

Wrong pillows rob millions of a good
night's sleep. Playtex Superfoam
pillow. Adv. from the New York
times magazine, Mar. 9, 1952, p. 2.
Appl. author: Foote, Cone and
Belding. © 9Mar52; KK71457.

INTERNATIONAL LATEX CORPORATION. ©

Ein wunder der wissenschaft. Play-
tex Living gürtel. P923G. Fold-
er. Appl. title: Girdle stuffer.

© 6Aug54; KK100349.

INTERNATIONAL LATEX CORPORATION ©.

Yes, you can now cut your hair at
home for only 3 cents a haircut.
Families may save up to \$100 a year
with the precision-made Playtex
hair cutter. Sheet. © 6Jun52;
KK80052.

INTERNATIONAL LATEX CORPORATION ©.

You are so right, Mr. Straus. That's what we have been telling and selling the infant's wear buyers for three years. Adv. from women's wear daily, June 4, 1952, p. 3. Appl. author: Chas. Dallas Reach Co. © 4Jun52; KK75363.

INTERNATIONAL LATEX CORPORATION. ©

You can sell bathing caps. Playtex.

P788. Specifications sheet.

© 16Mar54; KK95230.

Bathing caps.

INTERNATIONAL LATEX CORPORATION. ©

You can't give yourself a lovelier
present than a Playtex figure.

Playtex White Magic fabric lined
girdle. [Endorsed by] Maureen

O'Hara. (In True confessions,
Jan. 1954, p. 1) Appl. author:

Foote, Cone & Belding. © 4Dec53;
KK98534.

INTERNATIONAL LATEX CORPORATION. ©

You must try the exciting new Playtex Living bra of elastic and nylon. Never before such flattery, such fit, such freedom. P872.
Appl. title: Bra insert for girdle tubes. Folder. © 8Jun54;
KK97365.

Bra ... tubes.

INTERNATIONAL LATEX CORPORATION. ©

You must try the exciting new Play-
tex Living bra of elastic and ny-
lon. Please send me the following
... P872A. [Mail enclosure]
Folder. © 8Jun54; KK97366.

Bra.

INTERNATIONAL LATEX CORPORATION ©.

You ought to have your head fitted
for restful refreshing sleep.

(Pillows) Sheet. © 9Feb52;
KK70636.

MAR 17 1952

INTERNATIONAL LATEX CORPORATION.

You too can comb yourself a haircut.

We save time, save money with Playtex home hair cutter, say the James Gilligans. From Life, Sept. 21, 1953, p. 132. Appl. author: Foote, Cone & Belding. © Precision Products Division, International Latex Corp.; 18Sep53; KK91924.

INTERNATIONAL LATEX CORPORATION ©

You'll be thanked for years to come,
when you give the sensational
Playtex Superfoam pillow for
Christmas. Sheet. © 12Dec49;
KK43928.

INTERNATIONAL LATEX CORPORATION ©

You'll look inches slimmer and trim-
mer ... Playtex Fab-Lined girdle.
Sheet. (G206) © 9Feb51; KK58670.

MAR 7 - 1951

INTERNATIONAL LATEX CORPORATION ©.

You'll see the difference a lovely
figure makes, says Mary Hatcher.

[From Seventeen, Apr. 1951, p. 25]

(Invisible playtex girdles)

Sheet. © 1Apr51; KK60678.

MAY 1 - 1951

INTERNATIONAL LATEX CORPORATION. ©

You'll wonder where your calorie-
curves have gone. Introducing
Wonder White, newest Playtex Mag-
ic-Controller. Fabric lining in-
side ... Ad no. G367. (Girdles)
Sheet. © 24Feb54; KK95715.

Magic-Controller

INTERNATIONAL LATEX CORPORATION. ©

You'll wonder where your calorie-
curves have gone. Introducing
Wonder White, newest Playtex Mag-
ic-Controller. Feel the cloud-
soft fabric lining inside ... Ad
no. G364. (Girdles) Sheet.

© 24Feb54; KK95716.

INTERNATIONAL LATEX CORPORATION ©.

Your baby will bounce with joy,
says Donald O'Connor ... For
tiny travelers and home-babies,
only Playtex Dryper, the modern
pad-in-panty diapering ...

Adv. from the New York times
magazine, Apr. 26, 1953, p. 2.

Appl. author: Charles Dallas
Reach Co., inc., of New York.

© 26Apr53; KK85179.

INTERNATIONAL LATEX CORPORATION. ©

Your complete retail mat promotion
for Playtex girdles and Playtex
Living bras. P957. Folder.

© 24Sep54; KK100342.

Mat ... bras.

INTERNATIONAL LATEX CORPORATION. ©

Your favorite girdle in the slim
tube is on sale. Playtex. Ad no.
G424. [15 1/2 x 10 3/4 in. ad]
Sheet. © 12Nov54; KK101811.

INTERNATIONAL LATEX CORPORATION. ©

Your favorite girdle in the slim
tube is on sale. Playtex. Ad no.
G427. [17 x 7 1/2 in. ad] Sheet.

© 12Nov54; KK101812.

INTERNATIONAL LATEX CORPORATION ©.

Your figure is your future says

Geraldine Brooks. [From Seventeen,
Feb. 1951, p. 25] (Latex girdles;
Playtex) Sheet. © 1Feb51; KK58428.

FEB 27 1951

INTERNATIONAL LATEX CORPORATION ©.

Your gift is worth \$100 a year
to dad. Amazing new Playtex
home hair cutter. Sheet. H702.

© 1May53; KK85416.

INTERNATIONAL LATEX CORPORATION ©.

Your life is based on time, don't
waste them! Enrich yourself by
using your business time result-
fully. Card. © 19May50;
AA153598.

JUL - 5 1950

INTERNATIONAL LATEX CORPORATION ©.

Your morning mirror quickly shows the
signs of sleepless nights. Playtex.
(Rubber foam pillow) Sheet from
Life, Oct. 1, 1951, p. 3 .
© 28Sep51; KK66767.

OCT 31 1951

INTERNATIONAL LATEX CORPORATION ©.

Your mothers want dependability not
imitation claims. Baby needs Play-
tex. (Infants' wear) Sheet.

© 17May50; KK49817.

JUN 1 6 1950

INTERNATIONAL LATEX CORPORATION ©.

Your mothers want dependability not
imitation claims. Playtex Kooleex.
(Infants' wear) Sheet. © 23 May 50;
KK49818.

JUN 1 6 1950

INTERNATIONAL LATEX CORPORATION ©.

Your new dress will look and fit
better over a Playtex fabric lined
girdle. [Counter display P465]
Display card. © 3Jan53; KK81415.

Playtex...

INTERNATIONAL LATEX CORPORATION ©.

Your new dress will look and fit
better over a Playtex fabric lined
girdle. Streamer. "P466."

© 3Jan53; KK81416.

INTERNATIONAL LATEX CORPORATION ©.

Your personal gift for everyone you
love. Playtex pillows, for the pre-
cious gift of sleep. Ad no. 5120.
3 columns regular size newspaper
... Adv. © 31Oct52; KK79475.

INTERNATIONAL LATEX CORPORATION ©

Your store is no guinea pig. (Latex
girdles) Sheet. © 30Mar50;
KK48052.

APR 26 1950

INTERNATIONAL LATEX CORPORATION ©.

You've seen it in Life, we have it.

Amazing new Playtex Magic-Controller. Now you'll really enjoy wearing a full-control girdle, for no girdle controls like the new Playtex Magic-Controller. Sheet.

G315. © 25Mar53; KK83522.

INTERNATIONAL LATEX CORPORATION ©.

You've seen it in Life, we have it.

New Playtex Magic-Controller with
new non-roll top and hidden power
panels ... We've never seen a
girdle like this before. Sheet.

G317. © 25Mar53; KK83523.

INTERNATIONAL LATEX CORPORATION. (M)

You've seen it on TV. Amazing Play-
tex Magic Controller, the calorie-
curve-control girdle. P801.
Streamer. © 12Mar54; KK95232.

Magic-Controller.

INTERNATIONAL LATEX CORPORATION. ©

You've seen it on TV. Now try the
Playtex Magic Controller. P800.
(Girdle) Counter card.

© 12Mar54; KK95235.

INTERNATIONAL LATEX CORP.

SEE


PLAYTEX LEADER.

INTERNATIONAL LATEX CORPORATION.

PILLOW DIVISION.

Let's talk about money! [Furniture
store presentation book] Dover,
Del., International Latex Corp.,
c1953. 1 v. illus. © Inter-
national Latex Corp.; 20Mar53;
A90270.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION 

Anytime, anywhere, so easy to have
/ smart-looking haircuts for only
3¢ each. The amazing Playtex home
hair cutter. [Man out of doors
using haircutter; diamond-shaped
picture] Adv. from the New York
times magazine, July 13, 1952,
p. 2. Appl. author: Foote, Cone &
Belding. © 13Jul52; KK80233.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION.

Comb yourself a haircut with this
amazing new invention. Playtex
hair cutter. Folder. © Inter-
national Latex Corp.; 24 Jan 52;
KK70133.

MAR - 4 1952

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION ©.

For men, women, children, professional-looking haircuts at home for as little as 3 ¢ a haircut. Playtex home hair cutter. Adv. from the New York times magazine, Mar. 16, 1952, p. 2. Appl. author: Foote, Cone & Belding.
© 16Mar52; KK80513.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION ©.

For mothers, fathers, children. Hundreds of thousands now find ... the revolutionary Playtex home hair cutter. Adv. from the New York times magazine, May 4, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 4May52; KK80509.

**INTERNATIONAL LATEX CORPORATION. PRE-
CISION PRODUCTS DIVISION ©.**

**Full page Life magazine color ads
support your store's Christmas
sales of the sensational new Play-
tex home hair cutter. Full 40 o/o
profit for you. Adv. from Drug
topics, Nov. 3, 1952, p. 77. Appl.
author: Foote, Cone and Belding.
© 2Nov52; KK84466.**

**INTERNATIONAL LATEX CORPORATION. PRE-
CISION PRODUCTS DIVISION ©.**

**Grand gift for Easter. Our profess-
ional-looking haircuts astonish
our friends, say Mr. & Mrs. Clement
Bourgal and family ... The revo-
lutionary new Playtex home hair
cutter. Adv. from the New York
times magazine, Mar. 8, 1953, p. 2.
Appl. author: Foote, Cone & Beld-
ing. © 8Mar53; KK83244.**

INTERNATIONAL LATEX CORPORATION. PRE-
CISION PRODUCTS DIVISION ©.

Grand Gift for Easter. The revolu-
tionary new Playtex home hair cut-
ter. Mr. & Mrs. Clement Bourgal
and family. Adv. from the New
York times magazine, Mar. 8, 1953,
p. 2. Appl. author: Foote, Cone &
Belding. © 8Mar53; KK83570.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION ©.

It's changing the haircutting habits of the nation. Hundreds of thousands of families ... The amazing Playtex home hair cutter. Adv. from the New York times magazine, May 25, 1952, p. 2. Appl. author: Foote, Cone & Belding.

© 25May52; KK80230.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION ©.

It's changing the haircutting habits
of the nation. Playtex home hair
cutter. Adv. from the New York
times magazine, May 25, 1952, p. 2.
Appl. author: Foote, Cone and
Belding. © 25May52; KX74467.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION ©.

It's like giving a \$100 bill for
Christmas. The revolutionary new
Playtex home hair cutter. Adv.
from Life, Nov. 24, 1952, p. 5.
Appl. author: Foote, Cone & Beld-
ing. © 21Nov52; KK81262.

INTERNATIONAL LATEX CORPORATION.

Precision Products Division ©

It's like giving a \$100 bill for
Christmas. The revolutionary new
Playtex home hair cutter. [Gara-
han family] Adv. from the New
York times magazine, Nov. 23,
1952, p. 2. Appl. author: Foote,
Cone & Belding. © 23Nov52;
KK80234.

INTERNATIONAL LATEX CORPORATION. PRE-
CISION PRODUCTS DIVISION ©.

It's like giving a \$100 bill to each
of your friends; give everyone the
new Playtex home hair cutter.

[Catal family endorsement] Adv.
from the New York times magazine,
Dec. 14, 1952, p. 8. Appl. author:
Foote, Cone & Belding. © 14Dec52;
KK80962.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION ©.

It's like giving dad a hundred dollar bill on Father's Day. The amazing Playtex home hair cutter. [Man using haircutter; rectangular pix] Adv. from the New York times magazine, June 8, 1952, p. 2. Appl. author: Foote, Cone & Belding.

© 8Jun52; KK80235.

INTERNATIONAL LATEX CORPORATION. PRE-
CISION PRODUCTS DIVISION ©.

It's like slipping a \$100.00 bill
into your wallet, says James B.
Gilligan. Now, our whole family
is getting neat-looking haircuts
at home ... Playtex home hair
cutter. Adv. from the New York
times magazine, Apr. 5, 1953, p.
2. Appl. author: Foote, Cone and
Belding. © 5Apr53; KK84464.

**INTERNATIONAL LATEX CORPORATION. PRE-
CISION PRODUCTS DIVISION ©.**

**Most sensational Father's Day promo-
tion ever. The Playtex home hair
cutter. James Gilligan. R. A.**

**Thorne. Adv. from N.A.R.D. jour-
nal, Apr. 20, 1953, p. 577.**

**Appl. author: Foote, Cone & Beld-
ing. © 20Apr53; KK86208.**

**INTERNATIONAL LATEX CORPORATION. PRE-
CISION PRODUCTS DIVISION ©.**

**The most wanted Christmas gift in
the world. The Playtex home hair
cutter. cPhoto of young man cutting
his hair; drawing of Santa Claus;
Adv. from Post exchange, May 1953,
p. 10. Appl. author: Foote, Cone
& Belding. © 1May53; KK86204.**

INTERNATIONAL LATEX CORPORATION. PRE-
CISION PRODUCTS DIVISION ©.

The newest gift for heads of the
family. Playtex home hair cutter.
cBourgal, Catal, Woods, Gilligan,
endorsers: Adv. from the New York
times magazine, May 31, 1953, p.
2. Appl. author: Foote, Cone &
Belding. © 31May53; KK86587.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION ©.

Now families can actually save up to
\$100 a year ... Here's proof, good
looking haircuts like these ...
Playtex home hair cutter. [Cana-
van family] Adv. from the New York
times magazine, Aug. 24, 1952, p. 2.
Appl. author: Foote, Cone & Beld-
ing. © 24Aug52; KK80229.

Here's proof ... these.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION ©.

Tens of thousands now find 3 cents a haircut is all it costs. The revolutionary Playtex home hair cutter. Adv. from the New York times magazine, Mar. 30, 1952, p. 2.

Appl. author: Foote, Cone & Belding. © 30Mar52; KK80512.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION ©.

Vacation must for dad, mom, sis and junior. The amazing Playtex hair cutter. [Man with short-sleeved polo shirt using haircutter; round cornered rectangle-pix] Adv. from the New York times magazine, June 22, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 22Jun52; KK80232.

**INTERNATIONAL LATEX CORPORATION. PRE-
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**A valentine for the whole family
that's like a check for \$100.00.
The revolutionary new Playtex
home hair cutter. cBourgal family
endorsements Adv. from the New
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R60986, 12Apr50, George Grafton Wil-
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FENWICK, CHARLES GHEQUIERE.

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WILSON, ROBERT RENBERT.

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Epilepsy; proceedings of the Association, held jointly with the International League against Epilepsy, December 13 and 14, 1946, New York. [Editorial board: William G. Lennox, H. Houston Merritt, Thomas E. Bamford] Baltimore, Williams & Wilkins Co., 1947.
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III. Merritt, H. Houston, ed.
IV. Bamford, Thomas E., ed.

sma /h

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See

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J. Walker McSpadden; A34688.

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II. University Society, inc.

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Stuyvelaar, Donald Brown, Julian Napuunoa
[and] Jovan Zuber. With foreword by
Harry Bridges. 108 p. illus. © Inter-
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- II. Brown, Donald Willfurd.
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Louis Baron 14Jan52 EU261139

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Scale ca. 1:4,000,000. "An Orchard
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24 2 4 1950

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1. Naval art and science—Dictionaries. 2. Dictionaries, Polyglot.
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V23.K4

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1. Attlee, Clement Richard, 1883—
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I. International Mark Twain

[Full name: Cyril Coniston Clemens]

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ii. International Mark Twain society. i. *Clemens, Cyril, 1902— ed.
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D | W | BW | M | BM, Q

Title International Markets and Names and Addresses

Claimant Dun & Bradstreet, Inc. 290 Broadway NY 8

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-	-	Sep 48	9-15	10-5-48			©CIB 160956
		Oct 48	10-29	11-12-48	Held 11-24-48		©CIB 178629
		Nov 48	11-30	12-7-48			©CIB 166956
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1. (May 1948-8,000)

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-2-

Title.....International Markets. (Dun & Bradstreet's)
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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
-	-	Dec'50	1-5	1-15-51	9 yr date	B	287613
		Jan 51	2-1	2-23-51		B	288844
		Feb 51	2-28	3-5-51		B	289960
		Mar'51	3-20	4-9-51		B	295767
		Apr'51	4-23	5-17-51		B	302181
		May'51	5-23	6-22-51		B	307278
		June'51	6-20	11-26-51		B	329955
		July'51	7-20	8-17-51		B	315248
		Aug'51	8-20	11-2		B	329956
		Sep 51	9-25	10-1		B	323637

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
-	-	Oct'51	10-20	11-26-51		B	329957
-	-	Nov'51	11-24	12-12-51		B	333373
		Dec 51	12-27	1-14-52		B	337048
		1952					
		Jan 52	1-26	2-8-52		B	341333
		Feb 52	2-27	3-18-52		B	348318
		Mar'52	3-20	3-27-52		B	350122
		Apr'52	4-17	4-28-52		B	354265
		May 52	5-23	6-9-52		B	365370
		June'52	6-24	7-30-52		B	369943
		July'52	7-23	7-30-52		B	369944
		Sep'52	9-30	10-9-52		B	381702
6	10	Oct'52	10-30	11-5-52	* On copy * apl.	B	385744 1
6	11	Nov 52	11/28	12/1		B	391375
6	12	Dec 52	12/29	12/53		B	394453

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6, July June.	© 19Jun53	B	431871
7, July.	© 20Jul53	B	431870
8, Aug.	© 25Aug53	B	432668
9, Sept.	© 30Sep53	B	438621
10, Oct.	© 2Nov53	B	445841
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INTERNATIONAL MARKETS.

-5-

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V. B., 195 4, no.

No.	Issue	Pub. Date	Entry No.
1.	Jan.	© 29 Jan 54	B 457084
2.	Feb.	© 25 Feb 54	B 460072
3.	Mar.	© 16 Mar 54	B 463721
4.	Apr.	© 28 Apr 54	B 472112
5.	May.	© 28 May 54	B 479258
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INTERNATIONAL MARKETS.

-6-

-7-

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v. 8, 1954, no.

No.	Issue	Pub. Date	Entry No.
6.	June.	© 1Jul54	B 485442
7.	July.	© 27Jul54	B493548.
8.	Aug.	© 27Aug54	B493547.
9.	Sept.	© 30Sep54	B498575
10.	Oct.	© 29Oct54	B503213.
11.	Nov.	© 17Nov54	B506388.
12.	Dec.	© 22Dec54	B510826.

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INTERNATIONAL MASTER YOGURT, INC. ©.

Master yogurt milk. Label.

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OCT 31 1951

Title International Medical DigestClaimant V. F. Prior & Co., Inc., Hagerstown, Md.Remitter " "

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
47	1	July 28	7-28	8-2-45			CCIB 687650
47	2	Aug. 27	8-27	8-29-45			CCIB 691059
47	3	Sept. 25	9-25	9-28-45			CCIB 694599
47	4	Oct. 24	10-24	11-1-45			CCIB 701271
47	5	Nov. 28	11-28	11-30-45			CCIB 702782
47	6	Dec. 27	12-27	12-29-45			CCIB 705275
48	1	Jan '46	1-29	1-30-46			CCIB 705409
48	2	Feb.	2-26	3-1-46			CCIB 11115
48	3	Mar.	3-28	4-3-46			CCIB 14540
48	4	Apr.	4-24	5-1-46			CCIB 18526
48	5	May	5-27	5-28-46			CCIB 24613
48	6	June	7-1	7-3-46			CCIB 26957
49	1	July	7-31	8-5-46			CCIB 331378
49	2	August	8-30	9-18-46			CCIB 38146
49	3	Sep. 46	9-27	10-5-46			CCIB 40944
49	4	Oct. 46	11-4	11-11-46			CCIB 46010

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Title International Medical Digest.

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49	5	Nov. 46	12-2	12-7-46		© ClB	50627
49	6	Dec.	12-26	1-5-47		© ClB	54838
50	1	Jan. 47	1-28	1-21-47		© ClB	56842
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50	6	June	6-26	6-27-47		© ClB	79242
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51	5	Nov. 47	11-28	12-3-47		© ClB	104741
51	6	Dec. 47	12-19	12-30-47		© ClB	108723
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VIII

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52	3	Mar '48	3-23	3-31-48			©CIB 127884
52	4	Apr. '48	4-21	4-27-48			©CIB 132568
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53	2	Aug. '48	8-25	8-31-48			©CIB 151813
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54	1	Jan '49	1-21	2-4-49			©CIB 176747
54	2	Feb '49	2-21	3-3-49			©CIB 180022
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55	1	Jul '49	7-25	8-5-49			©CIB 204165
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55	4	Oct. 49	10-27	11-4-49			©CIB 216797
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55	6	Dec. 49	12-27	1-6-50			©CIB 225880
56	1	Jan. 50	1-23	1-30-50			©CIB 229746
56	2	Feb. 50	2-21	3-3-50			©CIB 234746
56	3	Mar. 50	3-21	3-29-50			©CIB 238712
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56	5	May 50	5-25	6-5-50			©CIB 248572
56	6	Jun. 50	6-26	7-3-50			©CIB 253288
57	1	July 50	7-27	8-1-50			©CIB 257301
57	2	Aug. 50	8-24	9-5-50			©CIB 261988
57	3	Sep. 50	10-3	10-10-50			©CIB 267698
57	4	Oct. 50	10-27	11-6-50			©CIB 271986
57	5	Nov. 50	11-24	12-4-50			©CIB 275385

Continued on new card 1-10-51 wrb

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D | W | BW | M | BM | Q

Title International Medical Digest.

Claimant W.F.Prior Co., Inc., Hagerstown, Md.

Remitter

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
57	6	Dec '50	12-29	1-4-51			B 280376
58	1	Jan '51	1-29	2-5-51			B 285760
58	2	Feb 51	2-27	3-5-51			B 290184
58	3	Mar 51	3-22	4-3-51			B 295454
58	4	Apr 51	4-24	4-30-51			B 299723
58	5	May '51	5-25	6-4-51			B 304787
58	6	Jun 51	6-26	7-5-51			B 310260
59	1	Jul '51	7-26	8-6-51		8/9/51	B 315071
59	2	Aug '51	8-24	9-4-51			B 317793
59	3	Sep 51	9-25	10-1-51			B 322048

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
59	4	Oct '51	10-26	11-2-51			B 327244
59	5	Nov '51	11-27	12-3-51			B 330916
59	6	Dec '51	12-17	1-3-52			B 336077
60	1	1962 Jan 52	1-18	1-28-52			B 340208
60	2	Feb '52	2-26	3-3-52			B 344413
60	3	Mar 52	3-21	4-2-52			B 349975
60	4	Apr. '52	4-23	5-1-52			B 355264
60	5	May '52	5-21	5-29-52			B 359392
60	6	June '52	6-26	7-3-52			B 365699
61	1	July '52	7-22	7-29-52			B 369642
61	2	Aug 52	8-19	9-2-52			B 374611
61	3	Sept '52	9-19	9-29-52			B 380283
61	4	Oct '52	10-20	10-27-52			B 384377
61	5	Nov 52	11/19	11/24/52			B 389430

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Title INTERNATIONAL MEDICAL DIGESTClaimant W.F. Prior Co., Inc., Hagerstown, Md. ✓

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
61	6	Dec 52	12/22	1/5/53			B 394341
62	1	Jan. '53	1-22	1-30-53			B 399020
62	2	Feb 53	2-17	2-24-53			B 405824
62	3	Mar '53	3-18	3-24-53			B 409979
62	4	Apr '53	4-16	4-24-53			B 415266
62	5	May 53	5-15	5-26-53			B 418332
62	6	June 53	6-16	6-25-53			B 423222

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[Hagerstown, Md.]

☐ v. 62, 1953, no.

No.	Issue	Pub. Date	Entry No.
6,	June.	© 16Jun53 ;	B 423222
v. 63, 1953, no.			
1,	July.	© 16Jul53 ;	B 428561
2,	Aug.	© 17Aug53 ;	B 431661
3,	Sept.	© 17Sep53 ;	B 436248
4,	Oct.	© 16Oct53 ;	B 441228
5,	Nov.	© 19Nov53 ;	B 446572
	Dec.	©	

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v. 63, 1953, no.

No.	Issue	Pub. Date	Entry No.
6,	Dec.	© 18Dec53	B 459970
v. 64, 1954, no.			
1,	Jan.	© 15Jan54	B 456618
2,	Feb.	© 17Feb54	B 464622
3,	Mar.	© 16Mar54	B 467764
4,	Apr.	© 14Apr54	B 470467
5,	May.	© 19May54	B 475240
6,	June.	© 17Jun54	B 481646

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v. 65, 1954, no.

No.	Issue	Pub. Date	Entry No.	
1.	July.	© 16Jul54 ;	B 487634.	
2.	Aug.	© 18Aug54 ;	B491231.	c
3.	Sept.	© 20Sep54 ;	B497627.	D
4.	Oct.	© 20Oct54 ;	B501400.	c
5.	Nov.	© 18Nov54 ;	B506315.	D
6.	Dec.	© 17Dec54 ;	B511144.	✓
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**Bucky dosage indicator. (Measuring
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James Francis McHugh 29Nov51
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Alpine air coolers; cools, filters,
ventilates, circulates. 48 p.

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Metal Products Co.; 30Dec53 (in
notice: 1954); A121798.

INTERNATIONAL METAL PRODUCTS COMPANY.

Controlled cooling for night-time rest
daytime zest. Arctic Circle air
coolers. Adv. from Arizona republic,
Phoenix, May 18, 1952, p. 11. Appl.
author: Adam Goettl. © Adam Goettl
& Gus Goettl, d.b.a. International
Metal Products Co.; 18May52; KK73981.

INTERNATIONAL METAL PRODUCTS COMPANY.

Cool comfort for torrid days. 48 p.

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International Metal Products Co.;

30Dec53 (in notice: 1954); A121844.

1. International Metal Service.

Claimant Inter.Stat.Bur., Inc., 350 Fifth Ave., New York 1, NY

Remitter

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
1	1	May 6 '50	5-6	5-19-50		MAY 31 1950	©CIB 255608
1	2	May 20	5-20	6-7-50			©CIB 249780
1	3	Jun 3	6-3	6-7-50			©CIB 249781
1	4	June 17	6-17	6-20-50			©CIB 251561
1	5	Jul 1	7-1	7-14-50			©CIB 255609
1	6	Jul 15	7-15	7-19-50			©CIB 255610
1	7	Jul 29	7-29	8-1-50		AUG - 4 1950	©CIB 286039
1	8	Aug 12	8-12	8-17-50		AUG 31 1950	©CIB 286040
1	9	Aug. 26	8-26	8-29-50		SEP 21 1950	©CIB 286041
1	10	Sep. 9	9-9	9-12-50		SEP 21 1950	©CIB 286042
1	11	Sep. 23	9-23	9-27-50			©CIB 286043
1	12	Oct 7	10-7	10-10-50		NOV 3 1950	B 280902
1	13	Oct 21	10-21	10-24-50		NOV 14 1950	B 280902
1	14	Nov 4	11-4	11-8-50		NOV 14 1950	B 280904
1	15	Nov 18	11-18	12-2-50		DEC 12 1950	B 280905
1	16	Dec 2	12-2	12-2-50		DEC 12 1950	B 280906

(Aug. 1946-8,000) Continued on next card 1-19-51 wrb

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Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
1	17	1950 Dec. 16	12-16	12-20-50			B 282837
1	18	Dec. 30	12-30	1-3-51			B 282838
2	1	1951 Jan. 13	1-13	1-17-51			B 282839
2	2	Jan. 27	1-27	2-1-51			B 290108
2	3	Feb. 10	2-10	2-14-51			B 290109
2	4	Feb. 24	2-24	3-2-51			B 290110
2	5	Mar 10	3-10	3-15-51			B 297156
2	6	Mar. 24	3-24	3-27-51			B 299281
2	7	Apr. 7	4-7	4-10-51			B 299282
2	8	Apr. 21	4-21	4-24-51			B 299283

† (Nov. 1950—10,000)

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L. C. 2-35

Vol.	No.	Issue of 1951	Date of publication	Date received	Held	No funds	Final action
2	9	May 5	5-5	5-14-51			B. 306651
2	10	May 19	5-19	5-25-51		6/7/51	B. 306652
2	11	Jun 2	6-2	6-6-51			B. 310218
2	12	Jun 16	6-16	6-19-51			B. 310219
2	13	Jun 30	6-30	7-5-51			B. 310220
2	14	July 14	7-14	8-8-51		8/24	B. 318261
2	15	July 28	7-28	8-8-51		"	B. 318262
2	16	Aug 11	8-11	8-14-51		"	B. 318263
2	17	AUG. 25	8-25	8-29-51			B. 317484
2	18	Sept 8	9-8	9-13-51		10/5	B. 325665
2	19	Sept 22	9-22	9-27-51		10/10	B. 325666
2	20	Oct. 6	10-6	10-15-51		10/23	B. 325667
2	21	Oct. 20	10-20	10-21-51			B. 325320
2	22	Nov 3	11-3	11-23-51		11/13/51	B. 341438

Title International Metal Service

Claimant International Statistical Bureau, Inc., 350 Fifth Ave., NY1

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Vol.	No.	Issue of 1951	Date of publication	Date received	Held	No funds	Final action
2	23	Nov 17	11-17	11-30-51		11/4/52	B 335410
2	24	Dec 1	12-1	12-14-51		11/4/52	B 335411
2	25	Dec 15	12-15	12-27-51			B 338317
2	26	Dec. 29	12-29	1-13-52			B 343486
3	2*	Jan. 12	1-12	1-13-52	*C & Ap agree		B 343487
3	2	Jan. 26	1-26	1-31-52			B 343488
3	3	Feb. 9	2-9	2-12-52			B 343489
-	-	Feb. 23	2-23	2-23-52			B 345365
		Mar 8	3-8	3-14			B 351333
		Mar 22	3-22	3-22			B 351334

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
		Apr 5	4-5	4-14-52			C 355871
		Apr. 19	4-19	4-23-52			B 361315
		May 3	5-3	5-19-52			B 361316
		May 17	5-17	5-21-52			B 361317
		May 31	5-31	6-5-52			B 361318
		June 14	6-14	6-18-52			B 364935
		Jun 28	6-28	7-7-52		9-8	B 374480
		Jul 12	7-12	7-18-52		8-8	B 374481
		July 26	7-26	7-30-52			B 376897
		Aug. 9	8-9	8-14-52			B 376898
		Aug. 23	8-23	8-28-52			B 376899
		Sep. 6	9-6	9-15-52			B 376900
		Sep. 20	9-20	9-24-52			B 383131
		Oct. 4	10-4	10-19-52			B 383132

Title International Metal Service ✓Claimant International Statistical Bureau, Inc., 350 5th Ave.Remitter " New York 1

Vol.	No.	Issue of	Date of publication	Date received	Held	No funds	Final action
-	-	1952					
-	-	Oct. 18	10-18	10-30-52			B 388028
-	-	Nov. 1	11-1	11-5-52			B 388029
-	-	Nov. 15	11-15	11-24-52			B 388030
-	-	Nov. 29	11-29	12-5-52			B 389374
-	-	Dec. 13	12-13	12-22-52		1-21-53	B 398217
-	-	Dec. 27	12-27	1-12-53			B 402776
-	-	Jan. 10	1-10	1-15-53			B 402777
-	-	Jan. 24	1-24	1-29-53			B 402778
-	-	Feb. 7	2-7	2-13-53			B 402779
-	-	Feb. 21	2-21	2-27-53			B 406209

Vol.	No.	Issue of 1953	Date of publication	Date received	Held	No funds	Final action
-	-	Mar 7	3-7	3-10-53			B 406210
-	-	Mar 21	3-21	3-26-53			B 413351
-	-	Apr 4	4-4	4-10-53			B 413352
-	-	Apr 18	4/18	4/27/53	adn 5/25/53		B 416690
-	-	May 2	5/2	5/7/53			B 416691
-	-	May 16	5/16	5/22/53			B 420206
-	-	May 30	5/30	6/3/53			B 420207
-	-	Jun 13	6/13	6/19/53			B 422198
-	-	Jun 27	6-27	7-3-53			B 425123
Continued on new card # 5							

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1953, no.

No.	Issue	Pub. Date	Entry No.	
<input checked="" type="checkbox"/>	June 27.	© 27Jun53;	B 425123	
	July 11.	© 11Jul53;	B 428200	
	July 25.	© 25Jul53;	B 429604.	
	Aug. 8.	© 8Aug53;	B 429605	
	Aug. 22.	© 22Aug53;	B 431579	
	Sept. 5.	© 5Sep53;	B 436021.	ADM 9/23/53
	Sept. 19.	© 19Sep53;	B 443337.	

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[v. 1953, no. 3]

No.	Issue	Pub. Date	Entry No.
101	Oct. 3.	© 30Oct53	B 443338
1	Oct. 17.	© 17Oct53	B 443339
2	Oct. 31.	© 31Oct53	B 442477
3	Nov. 14.	© 14Nov53	B 450439
4	Nov. 28.	© 28Nov53	B 449408
5	Dec. 12.	© 12Dec53	B 449409
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1955, no.

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No.	Issue	V. <u>1954</u> , no. <u>1</u> Pub. Date	Entry No.	
		For Dec. 24, 1953 issue see reverse side		
	Jan. 9	© 9 Jan 54 (in notional 1953); B	454235	ADN 2-1
	Jan. 23.	© 23 Jan 54 ; B	469382	
	Feb. 6.	© 6 Feb 54 ; B	469383	NF 3/2/54
	Feb. 20.	© 20 Feb 54 ; B	469416	NF 3/17/54
	Mar. 6.	© 6 Mar 54 ; B	471353	
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V. 1954 no.

No.	Issue	Pub. Date	Entry No.
	Apr. 3.	© 3Apr54 ;	B 471355
	Apr. 17.	© 17Apr54 ;	B 471356
	May 1.	© 1May54 ;	B 481576
	May 15.	© 15May54 ;	B 481413
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Biweekly

No.		1954		Entry No.
Date		Feb. Date		
June	26.	©	26 Jun 54	B 487597
July	10.	©	10 Jul 54 ;	B 487598
July	24.	©	24 Jul 54 ;	B 487599
Aug.	6.	©	6 Aug 54 ;	B 497909
Aug.	21.	©	21 Aug 54 ;	B 497904
Sept.	4.	©	4 Sep 54 ;	B 497889
Sept.	18.	©	18 Sep 54 ;	B 497932
Oct.	2.	©	2 Oct 54	B 497954

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1954,

Oct. 16. © 16Oct54; B506790.

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Nov. 13. © 13Nov54; B506753.

Nov. 27. © 27Nov54; B507718.

Dec. 11. © 11Dec54; B509336.

International military tribunal.

Jackson, Robert Houghwout, 1892-

The case against the Nazi war criminals. Opening statement for the United States of America, by Robert H. Jackson, and other documents. With a preface by Gordon Dean, of counsel for United States. New York, A. A. Knopf, 1946.

xiii p., 2 l., 216, [1] p., 1 l. plates. 26^{cm}.

"First edition."

© 2-14-46; 2c 2-17-46; Alfred A. Knopf, inc., New York; A 1063.

1. War crimes—Trials—Nuremberg, 1945—1945—Atrocities. 2. World war, 1939—
i. International military tribunal. ii. Title.

46-1527

Library of Congress °

D804.G42J3

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341.3

International military tribunal.

Jackson, Robert Houghwout, 1892—

The Nürnberg case, as presented by Robert H. Jackson, chief of counsel for the United States, together with other documents. New York, A. A. Knopf, 1947.

xviii p., 3 l., 3-268, [1] p., 1 l. front., plates, ports. 22^{cm}.

"A Borzoi book."

"First edition."

© 28 Jan 47; Alfred A. Knopf, inc.;
A10681.

1. War crimes—Trials—Nuremberg, 1945-1946.
military tribunal.

I. International

D804.G42J32

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[15]

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**Adv. from the Progressive farm-
er, Sept. 1952, p. 89. Appl.**

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International minerals and chemical
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[International minerals and chemical corporation. *Amino
products division*,

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cover-title, 19 numb. 1. 28^{cm}.

1. Cookery. 2. Flavoring essences. I. Title.

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1. Cookery. 2. Flavoring essences. I. Title.

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... 1947. (Card 2)

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47-2298rev.

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... New buildings on old foundations; a handbook on stabilizing the younger churches in their environment, by J. Merle Davis ... New York and London, International missionary council, 1945.

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THE INTERNATIONAL model plane contest.
C3558. SEE Wilding Picture Productions,
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The boats; operating scale models for
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Appl. author: Lewis Barnett.

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Now, the Beautility [plastic] dinner-
ware, Desert Flower. Sheet from Re-
tailing daily, Oct. 1, 1951, p. 35.

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OCT 15 1951

International monetary and financial conferences in the interwar period.

TRAYNOR, DEAN E.

International monetary and financial conferences in the interwar period. [Thesis] 196 p. (The Catholic University of America. Studies in economics, v. 23) © The Catholic Univ. of America Press, inc., Washington; 31May49; A33887.

I. Catholic University of America Press, inc.



INTERNATIONAL Morse code. SEE Photosound
training course: international Morse
code. C5672.

SEP 27 1951

INTERNATIONAL MOSE; w & m Otis Spencer
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International motion picture almanac
[1945-46; 1946-47] Edited by Terry
Ramsaye, George Schutz, associate.
New York, Quigley publications [1945-
1946]
2 v. 23 1/2cm.

© 1945-46 ed., 27Nov45, 2c 8Jan46,
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I. Casadesus, Robert Marcel, 1899-

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duction of the orchestral score by
A. Gretchaninoff] Two-piano score.
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[II. Grechaninov, Aleksandr Tikhonovich,
1864-]

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viola and piano by Milton Katims] [Score
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I. Title. II. Title: Danzas españolas,
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I. Title. [Cassado, Gaspar]

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1839-1881.

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*Songs and dances of death; for voice and piano [by] Mussorgsky, original version [edited by Paul Lamm, text by A. A. Golenishtchev-Kutusov] English adaptation by Marion Farquhar. [English and Russian words] \$2 © on English adaptation; International Music Co., New York; 3Oct51; EP67194.

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[I. Turchi, Guido, 1916-]

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- II. Armstrong, Louis, joint composer.
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Armstrong, Louis. Some day.

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Fairbanks, Herman. No variety
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Russell, Luis. Got what it takes.

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Russell, Luis. I need your kind of
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Russell, Luis. Lazy 'Sippi steamer
goin' home.

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Smith, Stuff. Time and again.

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1954. Folder. Appl. authors:

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AGENCY. SEE Ruckstuhl, Johnnie.

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